


PRINTERS' INK


A JOURNAL FOR ADVERTISERS


VOL. CLXXIII, No. 7 NEW YORK, NOVEMBER 14, 1935 10c A COPY


NEW YORK CITY		NO. OF ENC.
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NOV 14 1935		BY



 When the sun slips over the line at the Fall equinox, Mother Nature drops her knitting, pushes her spectacles up on her forehead and begins checking up on her big family.

 She whispers in the ear of Reddy Squirrel and he feverishly begins to lay in a Winter's supply of nuts. A word to Peter Rabbit and he puts on his heavy underwear. The geese and ducks, junketing up north, get a special—and squadron after squadron takes off for southern maneuvers. Well warned, they all can laugh at Winter.

 "Laugh at Winter" with Koppers Coke, is the cheerful challenge to the public which dominates the newspaper, radio and billboard advertising of our clients, the Philadelphia Coke Company, Koppers Gas and Coke Company, and the Rainey-Wood Coke Company.

 Seldom has a slogan been so infectious. It has the sales force on its toes. It has enlisted the enthusiastic support of dealers. But, best of all, new consumers of this modern, scientific fuel are flocking to the Koppers standard by the thousands.

N·W·AYER & SON·INC.

WASHINGTON SQUARE, PHILADELPHIA • NEW YORK
BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

OUTSTANDING LEADERSHIP

Over All Boston Newspapers

FIRST TEN MONTHS—1935

Retail Display
General Display
Automotive Display
Financial Display
Total Display
Classified Advertising
Total Paid Advertising



**HERALD
FIRST**
IN EACH
MAJOR GROUP

DAILY and SUNDAY COMBINED

All Statements and Figures Refer to Herald Only—Traveler Linage Is Not Included

**DURING THIS PERIOD
IN TOTAL PAID ADVERTISING
THE BOSTON HERALD CARRIED**

1,925,846 MORE LINES THAN THE BOSTON GLOBE

5,173,874 " " " " BOSTON POST

5,406,096 " " " " AMERICAN-ADVERTISER

(The only other Boston Papers with both Daily and Sunday Issues)

Figures by Media Records, Inc.

The Logical Newspaper for Advertising is where results are most certain—where, year in and year out, Results have been the rule and not the exception.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.

New York Chicago
Philadelphia Detroit



For eight consecutive years
the Herald-Traveler has been
first in total paid advertising
among Boston newspapers.

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PRINTERS' INK

NEW YORK, NOVEMBER 14, 1935

This Week

THE lawyer wrote a letter to his old buddy and classmate, Frederick Grant, head of the Cottrell-Manly-Reynolds agency.

"I," wrote the lawyer, "am introducing Sydney Mulch, who roomed with my boy at college. . . . As a personal favor to me, I am sure you can find an opening for him in your company."

And Sydney Mulch, who'd been working in Wall Street, but who aspired to earn right quickly 100 dollars a week in real and negotiable money—Sydney Mulch called on Frederick Grant.

Sydney Mulch got the job. Also he got some wholesome advice about Carving out an Advertising Career.

And the starting salary? See this week's article. "Ten Bucks a Week to Start," by Harford Powel, of Kimball, Hubbard & Powel, Inc.

To Mr. Powel's agency—as to other agencies—come many Sydney Mulches. And to these, the counsel of Frederick Grant well may give pause to think—if possible.

Roy Dickinson looks at the under-advertised industries. He looks, also at the consumer's dollar. And he cogitates upon means of bringing the industries and some part of the dollar together. To new-business departments of agencies and to the heads of under-advertised enterprises he offers examples of sales-building effort—effort that has caused the dollars to roll where they are called.

They tell the Governor. Salesmen of the Trumbull Electric Mfg. Co., tell Governor John H. Trumbull—former chief executive of Connecticut—and his colleagues in

the company's management all the facts, that, when put together in a mosaic, portray market conditions, customer relations, progress of product. Sales Director Robert C. Graves explains the method.

Larry, the letter-writer, writes again. This time he addresses a space buyer. Larry is confused. And bothered. With a space salesman, he has been going over the advertising schedules of big-league advertisers. And, still believing that space buyers are logical, scientific, and statistical, Larry admits that somehow, as he reviews their works, he can't seem to make their two's and two's add up to four's.

John P. Cunningham, who is a partner in Newell-Emmett, also is an inventor. This last summer Mr. Cunningham invented an electrical device—you could have plugged it into any light socket—that ran, head-on, into the Watch and Ward Society. His invention was an attachment that would have enabled advertisements to speak aloud; and the first time he heard a few of them peep, he quit inventing. Advertising, Mr. Cunningham says in short sentences that pack punches, has forgotten its manners. Not all advertising, but about 10 per cent of it, causes Mr. Cunningham to exclaim: "What a way to sell goods!" See: "How to Conserve the Working Capital of Advertising."

What has become of profit-sharing plans between distributors and outlets? Richard Giles examines one—the Squibb Plan—with special attention to the depression's effects. He finds that the plan has weathered the storm so

successfully that now Squibb is in a position to pick its members. Mr. Giles cites figures.

* * *

"Letter Sells Five Out of Six."

There's a headline that needs no adornment. The letter's source: H. L. Sanger, of Maiman-Sanger, Inc. The letter's achievement: It caused five out of six retail outlets that had said "No" to change their minds and say "Yes."

* * *

After an absence of five years, **Sears-Roebuck**, as an institutional advertiser, goes back into the farm papers. The copy is designed "to make the farmer feel good."

* * *

In "Centralized Copy Control vs. Group System," B. W. Bartlett carries forward a study begun by Bernard A. Grimes into the

inner workings of agencies. Mr. Bartlett explains why centralized control operates the more effectively.

* * *

What can **salesmen** do with their spare time? To answer that question—and to sell a few orders—General Electric sent its home-appliance salesmen into a twenty-four-hour drive. Result: Sales totaling \$1,365,227.

The night-time prospects were night-workers—policemen, firemen, street-railway men, gas station attendants, *et al.*

* * *

It may be fun, but it's not particularly nourishing, to dissect the other fellow's trade-mark and excise from it some part that seems liftable. See: "Fragmentary Evidence."

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Presenting a

NATTY CRAVAT

CONSIDER the advent of a new cravat. It's good looking. It's durable. It's priced right. It's all ready to go.

But *how?* How—in a world already loaded with cravats, and most of them selling in quantity?

The canny way is to advertise it to people most likely to buy a smart new cravat—the kind of people other people copy.

How do you do that?

Ask a good advertising man. He'll probably say, "Advertise it in *The New Yorker*."

Why? Because *The New*



Yorker is a national weekly of selective circulation, bought by more than 127,000 people each week... in big cities all over the country. These 127,000 are the ones who keep an eagle eye on what's new, what's smart and what's better.

They buy the new things first. The rest of the country follows their example.

And don't get the idea that this applies only to cravats. It also goes for shoes and sheets, linoleum and life insurance. All kinds of things.

Including your product.

THE
NEW YORKER
45 WEST 41ST STREET

SELLS THE PEOPLE OTHER PEOPLE COPY



G. B. SELLER

THE MILWAUKEE JOURNAL Nov. 18

League Orders Boycott on Italy

***73,499**

Families in Greater Milwaukee read no other newspaper!

** Based on a survey of home-read circulation by the American Appraisal Company*

IN Milwaukee and its suburbs, The Journal is read regularly in twice as many homes as the other evening paper and in nearly four times as many as the morning paper. Of all newspaper reading families, 73,499, or nearly one-half, read *only* The Journal. Their retail purchases of \$100,000,000 annually cannot be influenced in any other newspaper.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

H. J. GRANT, Publisher

IRWIN MAIER, Advertising Manager

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Ten Bucks a Week to Start

Sydney Mulch Tries to Make the Jump from Wall Street to Advertising

By Harford Powel

Kimball, Hubbard & Powel, Inc.

THIS is the story of Sydney Mulch, which isn't his name—but his name is legion.

On a warm afternoon last August, Sydney was finishing a round of golf with Arthur Hubblethwait, Jr., son of the senior partner in Hubblethwait, Dixon & Hubblethwait, attorneys.

At the nineteenth hole, Sydney turned his glass down and said to his friend:

"Arthur, if I don't soon find a position that will pay five thousand a year, I am sure Mary will break our engagement."

"Aren't you making five thousand as a customers' man?" asked Arthur, who had roomed with Sydney Mulch at college, and knew Sydney for a young man of plenty vigor, assurance and charm.

"Nope," said Sydney. "Things are very slow in Wall Street. Bellows & Balloons are a nice firm to work for, and they have done everything they could for me—but with so little business, they can't pay more money."

Arthur Hubblethwait looked hard at his friend.

"Sure you don't want a Planter's Punch?" he asked. "Never saw you go thirsty before. Well, I know a good racket for you. Why don't you get into the advertising game?"

Sydney Mulch smiled.

"I've often thought of it," he said. "But it's kind of hard to see anybody in the big agencies, without a personal introduction from one of their biggest clients, or without a piece of business I could bring in, right at the start. Of course, advertising is a cinch when you once get started. I've got a

lot of ideas, and I am sure I could contact any account. It's mostly a question of making social contacts for the advertiser, and entertaining his men properly, and telling him he ought to use the radio more. Gee, Arthur, I've got an idea for a broadcast using Eddie Cantor, Leslie Howard and Gracie Allen which would be a knockout. It would wow the yokels all over this country. Gee, Arthur—"

"I like your enthusiasm," said Arthur. "I tell you what. I'll have my father write a letter for you tomorrow. He has a lot of influence."

* * *

Next morning, Arthur Hubblethwait, Sr., the distinguished corporation lawyer, had a ten-minute interview with his son.

"Certainly, Artie," he said. "I'll give poor Syd a letter to Fred Grant, who was a classmate of mine. Fred was editor of the Lit., at college, and afterwards he bummed around the West, working on newspapers, and running a drug chain in Texas, and doing a lot of odd jobs. A few years ago he bought a New York advertis-

On putting yourself in the

ANY salesman does a better job as he gets a better grasp of his prospect's point of view. Your national advertising is no exception. The closer the men behind that advertising can come to putting themselves in the other fellow's shoes—the sharper its impact is likely to be when the other fellow reads it.

That is why McCann-Erickson goes so far beyond the usual lengths to assure constant knowledge and accurate interpretation of *local* market conditions in planning its clients' national advertising. In nine cities of this country, we have offices equipped to give full agency service. These are supplemented by an even larger number of field service offices.

In all, 93% of all the country's consumers and 94% of all its retail outlets are within an overnight ride of some McCann-Erickson office.

Better than nine times out of ten, we're already wearing the other fellow's shoes!

McCANN-ERICKSON Advertising

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fellow's shoes:



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H OFFICE AN AGENCY IN ITSELF, EQUIPPED TO GIVE
L SERVICE TO CLIENTS: New York, Chicago, Cleveland,
oit, Denver, San Francisco, Seattle, Portland, Ore., Los Angeles,
ouver, Montreal, Winnipeg, Toronto, London, Paris, Frankfort, o. M.

ing agency, the Cottrell-Manly-Reynolds Company, and I hear he's been very successful in spite of the depression. Fred will surely make a position for Syd Mulch—though Syd's not exactly a ball of fire as a business man, is he? How much is he earning now?"

"Forty-five a week," said young Arthur. "But things are very slow in the stock exchange firms. That's why I advised him to get into the advertising game. With his personality, his enthusiasm, his ability to talk to big men—"

"I don't know anything about advertising," remarked Mr. Hubblethwait. "But I'll write a letter to Fred Grant."

He buzzed for a stenographer.

"Letter to Mr. Frederic Grant, Chanin Building. Please type it immediately, Miss Korsage, as my son tells me the young man who will use it is now waiting in the lobby for it."

He glanced up at the ceiling, put his fingertips together, cleared his throat, and dictated:

DEAR FRED:

You were badly missed at the class reunion dinner last month. A lot of the men said that a dinner without hearing you sing "Juanita" is no dinner at all. But I hear your business keeps you on the jump. Congratulations. You and I are now at the age when we need some smart young fellows to take the burdens off our shoulders.

I am accordingly introducing Sydney Mulch, who roomed with my boy at college. You will like him. He was right tackle on the varsity, a member of Ampelopsis Club, and was voted second most popular man in his class.

As a personal favor to myself I am sure you can find an opening for him in your company. Incidentally, he is engaged to my brother Bob's daughter Mary, but I want you to consider him entirely on his merits.

With warm regards,

Cordially yours,

ARTHUR.

Miss Korsage's nimble fingers soon tapped out this model letter of introduction. Mr. Hubblethwait

himself carried it out to the lobby.

"Good morning, Syd," he said, genially. "Artie and I have been conspiring together about you. Here is a letter to one of my dearest friends. Take the subway and you will be in his office in twenty minutes. Good luck to you."

"I never heard of the Cottrell-Manly-Reynolds Company," remarked Sydney Mulch, doubtfully. "But if you say it's all right—"

"Of course it's all right," boomed Mr. Hubblethwait. "If you'd rather have a letter to Amalgamated Dry Goods Stores, I'll give it to you. But they'd probably put you on a truck and expect you to learn the business from the ground up. Fred Grant was under a lot of obligations to me in the old days. He has paid me in full, of course. But he'll give you a hearing. Go and see him, and I'm sure you'll be a full-fledged advertising expert tonight."

* * *

In the Chanin Building, Fred Grant was having what he grimly admitted to himself was a heavy day.

But he was used to heavy days.

The entire merchandising set-up of his best account, a cotton textile manufacturer, was being suddenly changed to conform to new conditions. His second-best account, a brewer, had decided overnight to replace bottles with cans. And an account which he had desired to secure for years, Tortoise Shell Soap, had surprisingly notified him by wire to be in Louisville for an important meeting on next Thursday morning.


Fred Grant was pacing up and down the corridor of his offices, hurrying from a meeting with his research staff to a hurried conference with his art-department heads, and from there to a hasty glance at the beer-in-cans copy coming out of the typewriter of his best copy writer.

"I'll have to write the first piece of copy in that series myself," he murmured, turning away. "You've missed the point, Jack—I know you're tired out, and it's no criticism. Just run over the Cupaptic

(Continued on page 106)

AN EXAMPLE OF DEALERIZING

WALK-OVER
CABANA
 Needleworked Suede
 Mirror Trim



* Everybody's getting all dressed up. And here's our First Fashion to do your going in. Delicate stitching and coloring give a rich, fabric-like texture to suede. Mirror patent provides the shiny accent. And easy-going! It's our perfect picture Shanks last.

CABANA. Black or brown.
 Available "Fryshole" Name and design Reg. U. S. Pat. Off.

WALK-OVER
 Shoes for Men and Women
 Prices from \$6.99 to \$16.99
 CLO. E. BENT COMPANY
 CARPENTERS
 BOSTON, MASS.
 Dealers in Principal Cities

ANN ARBOR

Walk-Over Shoes
 for MEN and WOMEN

Burton's Walk-Over Shop
 115 South Main Street

Typical dealer mention
 of Walk-Over.

PLUS VALUES
for **WALK-OVER**

Walk-Over Shoes have been advertised in The Christian Science Monitor for many years . . . but not only by the manufacturers. Last year 923 local advertisements in the Monitor, paid for by local merchants, also featured Walk-Over—a plus value that only the Monitor affords. Other examples of this valuable tie-in service on request.

**THE
 CHRISTIAN SCIENCE
 MONITOR**

Published by The Christian Science Publishing Society
 Boston, Massachusetts

New York Office—500 Fifth Avenue

Other Branch Offices: Chicago, Detroit, St. Louis,
 Kansas City, San Francisco, Los Angeles, Seattle,
 Miami London, Paris, Geneva

A DAILY NEWSPAPER FOR THE HOME

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Agency Relations Suit

SUIT was filed in New York Courts on Tuesday of this week, the final decision of which will be of great importance to advertisers and agencies in establishing a precedent for agency relations with the client.

In joint action, the National Broadcasting Company and Cecil, Warwick & Cecil, Inc., sued the Freeman Concert Management, New York, claiming interference with their business relations with their client.

In this particular case, the Freeman Concert Management, in a two-column advertisement in *Variety* under date of October 30, warned all and sundry agents, sponsors and networks that they had submitted

the "Charles Henry Freeman, Jr.'s., systematized broadcasting plan for amateurs and the 'Great Unknowns of Opera' in good faith to three national advertisers credited with ethical conduct." In the advertisement they warned all of the possibility of their prosecuting to the limit any and every invasion of their purported rights.

The appearance of the advertisement caused, it is claimed, the client of National Broadcasting Company and Cecil, Warwick & Cecil, Inc., namely, the Sherwin-Williams Company, to forego the advantage of the time and the talent that had already been prepared for a series of broadcasts in the client's interest.

* * *

Trade-Mark Values

RIEDEL-DE HAEN, INC.
NEW YORK

Editor of PRINTERS' INK:

It was a great surprise to me that you published in your October 31 issue, the article by Paul Struven, who advocated State trade-mark registration.

Says Mr. Struven:

The regulation of the registration of trade-marks in the various States is not near the burden that it appears. . . . No one would ever for a moment think of erecting a ten-million-dollar factory without spending an additional several thousand dollars for an adequate fire protective system, or other adequate insurance.

These statements seem to indicate that Mr. Struven does not regard a trade-mark worth protecting if it does not reach at least a ten-million-dollar sale. This is a kind of reasoning which one would expect from a politician, but it makes one wonder, if it is advanced by a trade-mark attorney who no doubt has been retained to obtain registration for marks which, even under the best of conditions, cannot reach such sales.

An additional expense of \$1,200 plus appropriate lawyer's fees for each trade-mark, would represent a very heavy burden upon thousands of trade-mark owners.

PAUL DE HAEN.

* * *

Lepis to Morrell & McDermott

Louis A. Lepis has joined Morrell & McDermott, Inc., New York, advertising typography, as vice-president. He has been associated with the typographic industry and advertising agencies for more than twenty years.

With "Atlantic Monthly"

Alexander L. Patterson, with *News-Week* for the last three years, has joined *The Atlantic Monthly*, New York, covering New York and New York State. He was at one time associated with *National Geographic Magazine*.

CUT YOURSELF ANOTHER SLICE OF BUSINESS

IN THE 8TH U. S.
RETAIL MARKET

DOMINATED BY

KSTP

... the only station in Minne-
sota presenting the star programs
of NBC's RED and BLUE NET-
WORKS, commanding millions
of listeners.

... farmers, wage earners, and
business men with money to buy
your goods in this Metropolitan
Trading Area where 74.3 cents
of every retail dollar in Minne-
sota are spent!



For authentic market data, consult:
General Sales Office, KSTP,
Minneapolis, Minn., or our
NATIONAL REPRESENTATIVES:
... in New York: Paul H. Raymer Co.
... in Chicago, Detroit, San Francisco:
John Blair Company

DOMINATES THE 8th U. S. RETAIL MARKET



HEARST

NEWS

virility

To be heard above the bedlam of modern life, the manufacturer or merchant needs circulation of vigor and volume. Advertising force is the result of intense reader-interest. Millions look to Hearst newspapers for superlative news-service, inspiration, and guidance. As a result, Hearst newspaper circulation has the virility and the might which make advertising most profitable.



ESPAPERS

Herman Black Dead

SUCCESSFUL as publisher and good competitor—that was Herman Black, seventeen years publisher of the *Chicago Evening American* and during the last two years chairman of the Evening



American Publishing Company. Mr. Black died at his home in Highland Park, Ill., last Saturday after an illness of several weeks. He was sixty-eight years old.

A calm, quiet and intensely human man, who never raised his voice and did everything he accomplished without the slightest ostentation, Mr. Black built a host of friendships in the business career that began as a boy of fourteen. He made friends not only of his associates, but of his employees, his competitors and leaders in every walk of life.

Mr. Black served his publishing apprenticeship in the advertising

business. He began on the advertising staff of the Boston Store, Milwaukee, and soon was advanced to the position of advertising manager.

In 1903 came his first affiliation with the newspaper business, when he was appointed general advertising director of the *Milwaukee Journal*. He continued with the *Journal* for thirteen years, heading the business department toward the last.

Then, in 1916, the big opportunity for which he had been preparing himself arrived. William Randolph Hearst called him to Chicago to become publisher of the *American*. Under his leadership the paper made rapid strides both in circulation and advertising.

June 22, 1933, marked the close of his career as publisher. On that date he was advanced to the post of chairman of the board of the Evening American Publishing Company, Merrill C. Meigs becoming general manager and subsequently publisher of the paper.

In the ensuing period he continued in an important, though less active, role in the newspaper's management. He found time to devote himself to the love of beauty which had always been a ruling characteristic of his life. He took up painting as a hobby and quickly developed a real talent in the art, several of his works being hung in various Chicago exhibits. He also devoted a great deal of his time to travel.

As a publisher, Mr. Black took a wide interest in civic affairs. For a number of years he took a prominent, though characteristically quiet, part in the work of the Audit Bureau of Circulations.

"Fortune" Appointments

Clement F. Scott, with *Fortune* in its Boston office for the last year, has been transferred to the New York office. Fletcher Lansing, formerly with *The Literary Digest*, has joined the staff of *Fortune* and will cover the New England territory.

O-Cedar Account to Dunham

The O-Cedar Corporation, Chicago, manufacturer of O-Cedar polish, mops and wax, has appointed the John H. Dunham Company, of that city, as its advertising agency. New plans call for a return to magazines for the first time since 1932.

Moving Consumer Dollars

Specific Examples That Point Paths for Under-Advertised Products to Get Share of People's Spending

By Roy Dickinson

THESE pages often have pointed out the potentialities that confront under-advertised industries.

An agency man approaching a group of wool manufacturers, a maker of furniture, an importer of oriental rugs or men in other businesses which need advertising as badly as automobiles need rubber tires, is frequently met with this question: "How do we know what it would do for us?"

When figures and statistics are produced to show what advertising has done for other industries, especially where competition is fierce, doubt may still remain in the mind of the unwilling advertiser. He is inclined to attribute to all sorts of influences the progress made by companies that are advertising. There is an unwillingness to credit aggressive, adequate advertising with the increased share of the consumer's dollar that has been obtained. Charts and figures seem unimpressive.

Let this unpersuaded advertiser consider two specific instances of what advertising has actually done—in places where its influence can be traced.

Let the doubter consider, first the experience of the Burgess Battery Company of Freeport, Ill.

It is not a new idea for a manufacturer to distribute silver dollars as wages to employees, to show how money travels and multiplies its purchases. The news in the Burgess case was that economists, commenting upon the results, pointed out that they indicated marked variations from similar investigations in other places.

When the Gulf States Steel Company distributed silver dollars, the amount going to department stores was 6.1 per cent; of the Burgess dollars, the proportion that went

through department stores was 19.7 per cent. Gulf States' workers put 9.8 per cent back into banks, as against 5.5 per cent for Burgess. There were other important discrepancies.

C. F. Burgess tells me that there is no doubt in his mind that store advertisements, giving reasons why the silver dollars should be spent for specific, named commodities, were responsible for the high percentage which the stores received.

Within Freeport, 23,000 silver dollars were given out and of these, one week later, 11,604 were accounted for. The breakdown was as follows:


\$2,452 Groceries and meat markets
2,412 Department stores
717 5 & 10 up \$1 stores
650 Deposited at banks
605 Finance companies
582 Public utilities
483 Coal and lumber
320 Drug stores
320 Gasoline and oils
287 Bakeries
239 Theaters
230 Automotive stores
214 Hardware
153 Shoes
126 Dairies
94 Doctors
85 Cigars
79 Dentists
76 Newspapers
75 Restaurants
70 Barbers
66 Hotels
59 R. R. buses
55 Jewelry
53 Furniture
45 Photographic studios
41 Florists
31 Real estate
31 Cleaning and dyeing
28 Books
26 Church

TONICS

10¢

Man



A vertical illustration on the left side of the page. The top part shows a woman's face in profile, looking towards the right. Below her face is a lit candle in a holder. The candle has a flame and a small pool of wax at the base. The illustration is done in a sketchy, artistic style.

Man's MEDICINE Is Another Man's BEVERAGE

CALL for a "tonic" in New England if you want a bottle of soda-pop. Elsewhere, "saleratus" for cooking soda . . . "gums" for rubber overshoes . . . random samples from the glossary of local differences and customs which vary so widely from coast to coast.

Of course, these differences include buying habits . . . subtle preferences, sometimes unspoken prejudices, which may spell success or failure for branded products in different communities. The ultimate result of a sales campaign need not remain a complete mystery to the astute executive who takes *local conditions* into consideration . . . who builds national volume by the local approach, area by area, timed and tuned to local opportunity.

An up-to-the-minute knowledge of market peculiarities in the 15 great areas, covered by the 26 Hearst newspapers which we represent, is an important phase of our service to advertisers. It is invaluable in indicating where opportunities may be grasped with greatest likelihood of increased profit.

- 17 Printing
- 10 Telegraph
- 9 Beauty parlors
- 8 Confections
- 7 Leather
- 409 Miscellaneous (amounts sent in but outlet not named)

These figures were checked by means of a questionnaire sent to all Freeport retailers, public utilities, banks, etc.

Ten years ago when Burgess tried out a previous silver-dollar payroll experiment, 70 per cent of the payroll went back to the banks within a week. This time less than 9 per cent went back to the banks within two weeks.

The money that was not spent or turned into the banks for savings accounts, it was found, was being kept as a novelty, keepsake or what have you.

On the previous occasion the same amount of tie-up advertising was not in evidence; so the difference going to the banks, the great jump in money going to department stores, the fact that cigars—which were advertised—topped candy—not advertised—by nine to one, are further indications that the consumer's dollar, when it is ear-marked, goes where advertising has called it.

A manufacturer may consider consumers' dollars much as a politician considers votes. The lady of the house, for example, may cast her dollars in favor of beauty treatments, a pair of shoes to match the new evening gown or a case of tomato juice she has just seen advertised. In every instance the dollar is likely to be spent where it will buy most satisfaction for a want that has been created. Consumers can't spend dollars in favor of things they have never heard about, or of which they have been reminded so seldom that they have forgotten.

One thing that American consumers will never forget, because they are reminded of it continuously and from a multitude of sources, is soap. Presumably more soap is used per capita in the United States than in any other portion of the globe. While soap is a highly competitive commodity, its merchandis-

ing carries a lesson to other industries. Almost every problem involved in the merchandising of any other product is reflected in some phase of this highly competitive business. A study of the trends in this business will yield many valuable advertising and merchandising lessons.

In the first place, let us admit that soap gets a far larger share of the consumer's dollar than it would if there were not so many aggressive merchandisers in the field using advertising continuously and with great ingenuity.

Frequently, PRINTERS' INK has commented on the long-time, consistent advertising of Lever Brothers Company. In all parts of the world, men representing Lever Brothers have been taught by the words and deeds of the founder of the company to look upon advertising as a definite investment to turn consumers' dollars their way.

In 1922, Lever Brothers began to advertise Lux in this country to "rid your hands of that dishpan look." Without any break since then the company has alluded to "dishpan hands" which come from using soap that is too strong in alkaline content. Lever Brothers have consistently sold the idea that Lux should be kept handy for dishes, as well as to wash the dainty things for which it is also advertised.

Proof that a consistent and persistent copy theme, such as "dishpan hands," influences consumers is indicated in the most recent inventory of kitchens issued by the *Cleveland Press*. The 5,457 homes called upon represented a 2 per cent cross-section of Cleveland. No housewife was given an opportunity to report the product she preferred. What counted was what she had in the house.

The result of the consistent advertising of Lux over the years is shown in the chart on page 21, reproduced by courtesy of the *Cleveland Press*. Note that no other soap in this survey had a percentage of kitchen use higher than laundry use. It is safe to say that the "dishpan hand" theme, continuously hammered at over the years,

was the Adequacy building using it and balance. I recognize who money is of what are made possible.

All the greatly ment of go-ahead years of furniture now find really the great opportunity who will tive job in this i tude to vestment but I p three w

As a oriental usual co when a on at a r with wh cided n because attitude group alert ma

LAUNDRY
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210-1075

210-1075
1-ONLY
210-1075

was the cause of this showing.

Adequacy of effort in advertising builds up for the companies using it a value that both courts and banks are beginning to recognize. The consumer has always recognized this value. Manufacturers who go ahead investing their money in advertising, on the basis of what they want to accomplish, are making the best investment possible today.

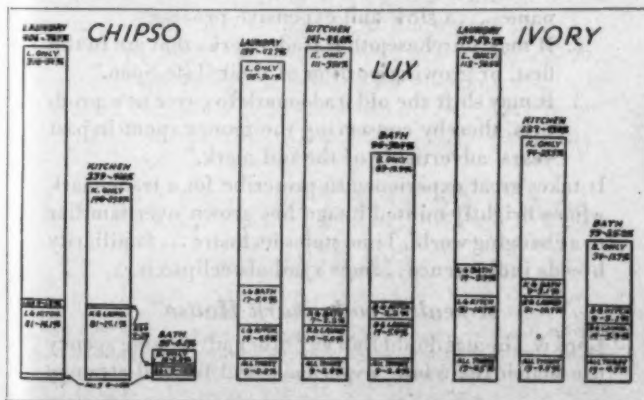
All the foregoing should interest greatly the new business department of advertising agencies in this go-ahead fall of 1935. After ten years of hoping against hope, the furniture industry, for example, now finds the average family is really thinking of furniture. A great opportunity awaits the agent who will go out to do a constructive job among one or two leaders in this industry. A negative attitude toward advertising as an investment will have to be overcome, but I personally know of two or three wide open opportunities.

As another example, consider oriental rugs. The only time the usual consumer hears about them is when a price slashing sale is going on at a retail store. One large store with which I am familiar has decided not to carry oriental rugs because of the public's lukewarm attitude toward them. Yet a large group of importers and several alert manufacturers are now will-

ing to co-operate to sell the intrinsic value of oriental rugs, the joy in their possession, the pride of ownership. In no other industry would more value come from a carefully planned, consistent and adequate advertising campaign. If the rug men could add to their advertising a background of advice from interior decorators to home owners, the campaign would work wonders.

Another under-advertised commodity is wool. The combined wool and worsted cloth industry, according to the 1931 census, stands twenty-second in the list of manufacturers. Radio receiving sets—which ranked fiftieth—spent approximately four million dollars in advertising. Paint and varnish, which ranks far below wool, spent one and three-quarter millions approximately, and as Walter K. Porzer, of Lambert & Feasley, in an address before the Association of Advertising Men in New York, pointed out, wool spent so little that its records are not even segregated by the principal record-keeping services. He said that its aggregate consumer magazine expenditures for fifteen years have not yet totaled one million dollars. With a few interesting exceptions, here is a great industry that stands without advertising.

It is true that wool yarn and wool cloth are basically producers'



When is an Old Trade-mark *really* "Old"?

THE "LIFE SPAN" of a trade-mark parallels that of a business or professional man, with one great difference—a trade-mark can be constantly revitalized.

With *man*, the first stage is that of growth and widening influence. Next comes the second, or middle-aged stage, wherein for a long time he is at the height of his reputation. This gradually and inevitably merges into the third period, wherein he loses out before the competition of younger men and newer methods.

When *trade-marks* reach this third period, something must be done to revitalize them. To quote from an outstanding national advertiser's general letter to stockholders (from which we borrowed the subject of this advertisement), "There are three general ways in which Management may meet this:

1. It may produce new products under new trade names . . . a slow and expensive process.
2. It may purchase other trade-marks that are in the first, or growing portion of their 'Life Span.'
3. It may shift the old trade-mark to cover new products, thereby conserving the money spent in past years' advertising of the old mark."

It takes great experience to prescribe for a trade-mark whose brightly-minted image has grown over-familiar to a changing world. Time stales its lustre . . . familiarity breeds indifference . . . new symbols eclipse it.

A real "Trade-mark House"

Lord & Thomas doubt that any other advertising agency can match their long experience and fruitful strategy

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in the field of trade-marks, old and new. For 63 years we have christened, nursed, encouraged, and sent them forth to win supremacy in more national fields than we can enumerate. *You* know them. Your grandparents knew them. And your grandchildren will know them. They are a vital part of America's higher standards of living.

Lord & Thomas salesmanship-in-print put these trade-marks up there, over the years. And Lord & Thomas strategy is constantly devising new ways to keep them up there—making money for their owners. We do not believe in an "Old Man's Home for Trade-marks." We believe in keeping them out in the field, working—where they belong!

New Cases—New Prescriptions

Lord & Thomas fully appreciate the advantages of the aforementioned three general premises for aging trade-marks. We have, many times, evolved supplementary by-products to carry on the name. And we have elevated these same *by-products* to the stature of successful *products* by true salesmanship-in-print. We open up new fields, create countless modern packages, fire with enthusiasm the national dealer.

In addition, we constantly discover *new ways* to revitalize trade-marks. For example, a totally new kind of radio contest for a dentifrice—it breaks all records. For a great marketing organization, a striking new advertising appeal—sprung from a four-year research with leading universities on a product more than 25 years old... a product with no apparent new appeal. Each case may be different, demanding bold and original thought. But Lord & Thomas, we believe, have been singularly successful in finding the right prescription.

LORD & THOMAS

advertising

There are Lord & Thomas offices in New York; Chicago; Los Angeles; San Francisco; Toronto; Paris; London. Each office is a complete advertising agency, self-contained; collaborating with other Lord & Thomas offices to the client's interest

goods, material for re-manufacture. But even this re-manufacture is not an insuperable barrier to advertising, for there have been outstanding examples of successful advertising of even less visible components, such as roller bearings, iron and copper.

The notable success of a few products made partly of wool shows what might be done. Palm Beach cloth, for example, is half mohair, which brings it into the wool industry. Its advertising brought immediate response and the maker of this cloth, the Goodall Worsted Company, now stands as undisputed leader in the wash clothes field.

Another star example is the Jantzen swimming suit. In about eighteen years Jantzen grew from a little-known, local company to the national leader in bathing suits. Here is a case where a product cut right through all the barriers of style merchandise with a definite policy of specialization, simplification and standardization and a copy theme somewhat similar to "dishpan hands," for back of it was the basic idea of making swimming a popular sport. This theme has been consistently advertised.

In a country where progress in material processes has reached a point where luxuries, conveniences

and means to a fuller enjoyment of life are in direct competition with basic essentials for the consumers' dollars, all sorts of new opportunities now present themselves. Wool is only one of a number of products that could increase consumption by carrying its story honestly and interestingly to the consumer.

The new business departments of alert agencies, looking about them with imagination, will find scores of other equally outstanding opportunities for the development of new accounts.

Constructive imagination is what is needed on the part of leaders in advertising agencies as well as among manufacturers upon whom they call. The cumulative effect of many small discouragements in the development of new ideas has led to false economies, grabbing off opportunities that promise an immediate profit rather than a steadier, eventual profit after a preliminary building process. The time has now come to convince manufacturers that advertising does get the consumers' dollars—that an adequate and consistent advertising campaign will prove the soundest investment for any company with a useful product, both during the immediate period and for the company's future stability.

* * *

Louis V. Urmy Retires

Louis V. Urmy, New York advertising agent, who has serviced the De Laval Separator Company of that city, since the organization of his agency in 1891, will retire on January 1, 1936, and dissolve his agency.

Donahue & Coe, Inc., New York, has been appointed to handle the De Laval account, effective the first of the year.

Mr. Urmy began his career as a file boy with the George P. Rowell Agency.

* * *

Appoints Ed Wolff Agency

Ward's Natural Science Establishment, Inc., Rochester, N. Y., supplier of biological, entomological and geological material and equipment, has appointed Ed Wolff & Associates, of that city, to direct its advertising. Direct mail and scientific and educational papers will be used.

Welch to "National Geographic"

Raymond W. Welch, advertising director of Condé Nast Publications for the last five years, has resigned to join *National Geographic Magazine*, in a similar position. He will make his headquarters in Washington, D. C. with the New York office taking a part of his time. Mr. Welch has been in turn, advertising manager of *Vogue*, *Vanity Fair* and *The American Golfer*. He was, at one time, associated with PRINTERS' INK.

* * *

Keith Evans Adds to Duties

Keith J. Evans, in charge of advertising, sales statistics and commercial research for Joseph T. Ryerson & Son, Inc., Chicago, since 1917, will serve also as manager of sales promotion for the Inland Steel Company, of that city. He will divide his time between the two affiliated establishments, having offices in each.

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EXCLUSIVE OFFER:
\$55,000,000

Of the 87,519* News-reading families in Marion County (Indianapolis), approximately 50,000 read no other daily newspaper. These families, spending upward of \$55,000,000 in retail purchases every year, are dependent on The News for buying ideas.

Only by putting your message over with this vast audience—the largest and most able-to-buy exclusive group of readers in Indianapolis—can you get your share of the big profits in the fertile Indianapolis Radius.

* News city circulation, Oct. 1935. Total circulation, Oct. 1935—145,725

THE INDIANAPOLIS *News*

New York: Don A. Carroll, 110 E. 42d St. Chicago: J. E. Lutz, 190 N. Mich. Ave.

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

ON August 29th, 1935, the motion picture "Top Hat" opened at the Radio City Music Hall in New York City. In a three weeks' run, the picture was seen by 497,396 people, drew a gate of \$342,634.95.

Over the September 21-22 weekend an avalanche of prosperous strangers came down on New York, jammed the hotels, bars and night clubs, dispensed dollar tips to bellboys and barkeeps with abandon and dispatch. Startled residents learned that these outsiders had come to see the Baer-Louis fight, which grossed more than \$1,000,000, was viewed by 90,000 people.

Reports of department store sales in New York and vicinity for September reveal increases over the same month of 1934 in some startling classifications: negligees 20%, jewelry 20%, silverware 11%, furs 43%, radios 19%, furniture 17%, toys 21%, sporting goods 33%—all of which are pretty much luxuries.

And on Friday, October 11th, the New York Daily News, with a maximum size paper of 112 pages had to omit 52.8 pages of advertising! And has omitted advertising every Friday since.

IN time to come, psychologists, if not economists, will mark September 1935 as the end of the last depression, as the date when public confidence and public spending rose together. Business in the first nine months of this

year, compared with last, seem support the idea.

United Parcel Service, which handles packages for about 250 stores in metropolitan district, has had a volume increase of from 12 to 17% for the month since May. Tolls in the Holland Tunnel and on the George Washington Bridge are up more than \$500. New York City savings banks gain 52,000 depositors and almost \$34,000 in deposits. New car sales are 13%—and 60% are for cash.

In Wall Street, brokers feel better but puzzled. Prices are up and trading is up—but most of the sales are on

These instances are not comprehensive, but are significant. They represent mass buying. More particularly they represent mass mood.

In other words, the man on the street feels far more confident and assured about present and future conditions than the men in executive offices. Business and business men have been caught up with the customers; business would be better if they would

So again we suggest to business men that the present is a highly advantageous time to Tell It to Sweeney.

Sweeney is the typical New York family, whose income ranges from \$6,000 down.

There are 1,500,000 such families in New York City, the richest large group of people in the world. The

TELL IT



Some have a depression for were more less disappointed in New they represent your best They feel better

Empire Tower,

EL TO SWEENEY



and their futures than they have for six years. They obviously have money; and they obviously are spending it. So obviously, advertising in this market will yield a larger return today than in any other field where sales are made by advertising.

And advertising to the Sweeneys is remarkably easy, extremely economical. Because seven-tenths of New York City families, in all income grades, including the highest, are reached by one newspaper—the one which rejected 52 pages of advertising on October 11!

This newspaper is *The News*. For the twelve months' period ending September 30th, 1935, its net paid circulations were 1,616,111 Daily and 2,514,747 Sunday—by far the largest newspaper circulations in America.

Furthermore, this newspaper, with its tremendous concentrated circulation, its years of proven productiveness—costs the advertiser far less than the ordinary run of newspaper space!

The medium, the rate and the market constitute an opportunity for getting more business and new business that may never be matched again. The chance of a lifetime—for advertisers smart enough *not* to take chances!

omes have suffered less during the depression for the reason that their employees were more secure, their occupations less dispensable. Without them, business in New York would not exist. They represent your best customers, your best prospects. They feel better about themselves

THE NEWS

NEW YORK'S  PICTURE NEWSPAPER

Home Tower, Chicago • Kohl Bldg., San Francisco • 220 EAST 42nd ST., NEW YORK

Liquor Label Regulations

REGULATIONS covering labeling and advertising of wines, particularly native grown wines, will be submitted to the public meeting of the vintners and others at Washington, D. C., on November 22.

The proposed regulations, submitted by Judge Franklin C. Hoyt, Administrator of the Federal Alcohol Act, are contrary to those in use under the NRA. The new requirements specify that citrus fruit wine and citrus fruit fortified wine shall be designated separately from fruit and vegetable wines. In addition the new alcohol act requires that citrus wines may not be fortified with brandies made of other fruits. For example, orange brandy must be used in the fortification of orange wine.

The tentative regulations are designed to protect the domestic wine producers who desire to establish a market for their products under recognized American names. Geographical localities must be included in brand names in instances where the producer aims to create

the impression that his product is from fruit grown in that locality.

For example, California Burgundy, Lake Ontario Catawba and New York State Champagne. This principle has been utilized by a great many foreign countries. For instance, one section of the Treaty of Versailles carried a clause protecting the vintners in the various localities to the sole right to the use of the name of that locality.

The regulations further prohibit use of "any obscene or indecent matter or the use of statements disparaging to products of competitors."

Barred also are statements with reference to therapeutic or curative effects of the product, as well as misleading insignia, coats of arms, etc. It is also required that the alcoholic content of all wines be stated if such content is more than 14 per cent by volume.

The procedure for the approval of labels for wine withdrawn from customs custody and domestically bottled, or packed, is also set forth in the proposed regulations.



Detroit "News" Promotes Four

William H. Moore, with the Detroit News since 1897, and recently national advertising manager, has been made general advertising sales manager, succeeding the late Jefferson B. Webb.

Brice McQuillan, for a number of years assistant national advertising manager, has been promoted to national advertising manager.

H. C. Paterson, for thirty-nine years local advertising manager, has been appointed advertising counselor.

Edward B. Houseal, assistant local advertising manager, has been named local advertising manager.



N. C. R. Appoints Ayer

The National Cash Register Company, Dayton, O., has appointed N. W. Ayer & Son, Inc., to direct its advertising account, effective January 1, 1936. Ayer handled the account from 1915 to 1931. The current schedules are confined to business papers. Though no announcement was made, it is understood that no radical changes are under consideration at present.

T. K. Quinn to Head Maxon

T. K. Quinn, vice-president in charge of specialty appliances, General Electric Company, Cleveland, will become president of Maxon, Inc., Detroit advertising agency, on January 1, 1936. He has been with G-E for twenty-four years.

Charles E. Wilson, Bridgeport, vice-president in charge of the merchandise department of G-E, has been assigned the responsibility for direction of all appliance activities of the company, taking over many of the duties formerly handled by Mr. Quinn. Mr. Wilson will divide his time between Bridgeport and New York.

According to Gerard Swope, president of G-E, Mr. Quinn will also serve under a retainer arrangement with G-E. In addition to the advertising work that he will do for G-E as president of Maxon, Mr. Quinn will also assist Mr. Wilson, the president and other company executives in connection with public relations and sales promotion.

Lou Maxon, who was president of the company bearing his name, is now without a title, but retains full control and will continue active in the agency's affairs, devoting the major part of his time to contacting new accounts.

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Reports from the Field

How These Salesmen, Trained to Think Constructively, Keep Headquarters Fully Informed

By Robert C. Graves

Director of Sales, The Trumbull Electric Mfg. Co.

EXPLAINING to our salesmen the virtues of our field-report plan, we have said:

"This is an opportunity for you to converse directly and personally with the management—to tell them at first hand about your successes and your troubles. Imagine you are seated in the Governor's office. Just thirty days ago you had a similar conversation. What would you tell him? Would you value such an opportunity? Of course you would. Naturally, you cannot afford to come to Plainville every thirty days—so this is your opportunity to do the same thing for 3 cents, plus a little time."

And the Governor—John H. Trumbull—does want to know. As president of our company and former chief executive of our State, he is still Governor to everyone who knows him. TEMCO (meaning Trumbull Elec. Mfg. Company) is the executive group which consists of the company's original owners and executives.

For reasons inherent in his character, the Governor wants to know about our men, about their troubles and triumphs. For reasons inherent in the business, he wants to know—in detail—anything and everything that they can tell him and the others of us here at headquarters about trade conditions, customer relationships, the progress of our products in customer-acceptance, the progress of our sales and merchandising efforts in upholding and strengthening our products' prestige.

Obviously, however, the gathering of all this information, its transmittal to headquarters and its tabulation there—all these steps must be regulated by plan. To a

certain extent, the procedure must be standardized. On the other hand, common sense suggested that expression be kept free, that each of the men should feel as untrammelled as if he were, in fact, seated in a visitor's chair alongside the Governor's desk.

The task was to find a compromise. We believe that we found it.

A Weekly Report of Calls and Expense

In its more formal aspect, our reporting method centers around a weekly, combined report of calls and expense. The form is simple. In its section reporting calls there are columns headed: "Date"—"City and State"—"Customer and Individuals Called Upon"—"Class of Customer"—"Transactions, Products, or Complaints Discussed; Remarks." On the reverse side of the sheet, the salesman allocates his calls according to lines.

The expense section—detachable for home-office purposes—is fairly conventional. Its columns are headed: "Auto Mileage"—"Total Auto Expense"—"Railroad Fare"—"Pullman or Berth"—"Hotel"—"Meals"—"Phone, Wires, Postage"—"Trolley, Taxi, Bus"—"Miscellaneous"—"Entertainment." And the reverse side of the expense section provides for reporting details of automobile operation—for company cars—and the cash-advance account.

For the salesman's guidance, the weekly call report form carries these instructions:

"1. General: Use necessary number of lines for one day's calls. Draw a heavy horizontal line clear across the page to separate days. Personal calls only (not telephone

half a Stitch po

to capture the Chicago market quickly you can't do things by halves

There's nothing small about Chicago, and its potentialities for business. Chicagoans do everything in a big way. And if you, Mr. Manufacturer, want your share of Chicago's Big Business, you can't do things by halves.

The Chicago American alone cannot give you the whole Chicago market. No single newspaper can. But the American can, and will, give you what we believe is the better half of this great tonnage market.

For the reason that the American's more than 400,000 circulation is not only the largest evening circulation in town but, more important, is comprised predominantly of young men and women in their 30s and 40s.

Such people, economists say, responsible for the bulk of business today.

They're live customers for everything. Most of them have families growing families with children. To a large extent, they're home owners. In a word, they're the kind of people who walk into your dealers' stores and buy. Or don't, if you are not advertising to them. For these men and women are too bright, too modern to guess about anything.

These American readers mean business—Big Business in Chicago. And if you are not advertising to them in the American, you don't know the half of it!

A

ATIONAL RE

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-or money



CHICAGO AMERICAN

... a good newspaper

IONAL REPRESENTATIVES: HEARST INTERNATIONAL ADVERTISING SERVICE

Rodney E. Boone, General Manager

calls) are to be reported. Show every date of week. If at office or factory, note this fact with brief explanation as to activity. If a portion of day is spent traveling, attending conference, outing, personal, illness, etc., make suitable entry. If one form is insufficient for week's work, use additional pages clipped together.

"2. City and State: City and State should be given in all cases for each call made. Use ditto marks for two or more calls made in the same city. The City and State designation for calls made at the home of an individual should be that of his place of business.

"3. Customer and Individuals called upon: Give name of organization also person or persons called upon.

"4. Class of Customer: Classify each call according to code given at bottom of Call Report.

"5. Transaction, Products or Complaints Discussed—Remarks: Mention every specific negotiation discussed. Use quotation number if there is one. If detailed explanation is required, handle by routine correspondence and refer to this. If no specific information is discussed, enter as a 'routine call.'

"Important: If customer has not been contacted within two years such fact should be noted as 'New Contact.'

"6. Allocation of Sales Effort: (on reverse side of Call Report). Each Call Report, without exception, should give a percentage estimate of sales effort according to the four major divisions shown.

"7. General Comments: (on reverse side of Call Report). If necessary, use this space for detailed explanation of any 'comments' that cannot be given on the front of the report."

At headquarters the expense section of the report is reviewed and separated—for accounting purposes—from the call report section of the form.

From the call report itself the first clerical task is to summarize and draw-off the calls according to classes of customers. Thus we acquire a picture of how well the salesman balances his work. Nat-

urally, he ought not give any one class—wholesaler, engineer, contractor, public utility, and so on—too much of his time.

As we look at it, balance of effort is more important than a high number of indiscriminate calls.

The next step is to record calls made on wholesalers to the separate record card maintained for each wholesaler in a visible file. This wholesaler record card carries pertinent information concerning the wholesaler—his organization, his sales and a record of our contact with him through calls made.

Next, all calls are recorded to approximately 400 key cities throughout the country according to call classifications. The key cities point out to us the available business; and the record of calls thereto, shows us our coverage of territories where business is to be had. Obviously, a check-up of sales by territories, with calls made in those territories, give an indication of results and of the value of coverage.

Shows How Sales Force, as a Whole, Operates

Our various records enable us to gauge each salesman's work, not only by total of sales, but by lines of products, kinds of customer, new-customer effort, and so on. From month to month and quarter to quarter, the aggregate figures enable us to determine how strategically our sales force, as a whole, is operating.

So much—and, of course, I have touched just the high spots—for the weekly reports. Now for the monthly reports, in which the salesmen tell it to the Governor.

For these missives we have provided a form; but its purpose, mostly, is to stimulate the men to think and to organize their thoughts in orderly and helpful fashion.

The purpose and general tenor is best revealed, I believe, in the instructions and suggestions that, through our "I. T. C. News," we have broadcast to all sales representatives. Here are a few illuminating excerpts:

"The management desires a

495,563
Weekdays

736,779
Sundays

NET paid weekday sale of
The New York Times aver-
aged 495,563 copies in October,
the highest weekday average
for any October in The Times
history. This was a gain of
19,292 over the corresponding
month last year.

On Sundays in October, net
paid sale of The Times averaged
736,779 copies, an increase of
14,755 over October last year.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"



These are the people

• • •

who OWN:

75% of the new Plymouths
68% of AUTOMATIC REFRIGERATORS
49% of OIL BURNERS
84% of VACUUM CLEANERS
69% of ELECTRIC RANGES
84% of RADIOS

who BUY:

83% of ELECTRICITY CONSUMED DOMESTICALLY
72% of GASOLINE CONSUMED ANNUALLY
81% of a Leading Brand of CANNED SPAGHETTI
84% of a Leading Brand of VEGETABLE SOUP
78% of a Leading Brand of TOMATO SOUP
80% of a Leading Brand of PREPARED PUDDING
78% of a Leading Brand of GELATIN
84% of a Leading Brand of CORN SYRUP
67% of a Leading Brand of PINEAPPLE JUICE
74% of a Leading Brand of TOMATO JUICE
87% of a Leading Brand of COCOA
77% of a Leading Brand of COFFEE SUBSTITUTE
72% of a Leading Brand of CHEESE
86% of a Leading Brand of COLD CEREAL
84% of a Leading Brand of HOT CEREAL
73% of a Leading Brand of HIGH PRICED COFFEE
91% of a Leading Brand of LOW PRICED COFFEE

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- 1% of Total Expenditure for GROCERIES
- 1% of Total Expenditure for MEN'S CLOTHING
- 1% of Total Expenditure for MEN'S SHOES
- 1% of Total Expenditure for WATCHES & CLOCKS
- 1% of Total Expenditure for PAINT
- 1% of Total Expenditure for LINOLEUM
- 1% of Total Expenditure for RUGS
- 1% of Total Expenditure for HOUSEHOLD BAR SOAP
- 1% of Total Expenditure for HOUSEHOLD CLEANSERS
- 1% of Total Expenditure for PACKAGED SOAP
- 1% of Total Expenditure for TOILET SOAP

who MAINTAIN:

- 1% of the Patronage of Grade "A" Independent Stores
- 1% of the Patronage of Chain Stores
- 1% of Department Store Credit Purchasing

TRUE STORY, with a simplified editorial appeal in stories and Service Departments, reaching more than 9,000,000 housewives offers you the only major magazine penetration point into this new Wage Earner buying market—a market so rich that it has given True Story the largest reader demand and reader revenue of any magazine in the world.

You can weigh the values of other big magazines against each other for their ability to resell the same small group of housewives who were once your only customers. But True Story should have an exclusive place on your list because it does an exclusive job among the housewives who outnumber and outbuy your older market almost 2 to 1.

TRUE STORY MAGAZINE

122 East 42nd Street, New York, N. Y.

333 North Michigan Avenue
Chicago, Illinois

New Center Building
Detroit, Mich.

Statler Bldg., Boston, Mass. Russ Bldg., San Francisco, Cal.

PHOTOGRAPHS: UNDERWOOD & UNDERWOOD—BLACK BOX



monthly report from *each* member of the sales force.

"This report should be as free an expression as possible of your honest opinions and uncensored either by branch offices, manufacturing division headquarters, or your sales department here at Plainville.

"It is definitely realized that much in these reports is a duplication of routine correspondence.

"Mailing of reports should be prompt. One copy only is necessary.

"Naturally, you are going to limit the subjects mentioned in this report to those you consider important. Generally speaking, important subjects cannot wait part of thirty days to be passed on to headquarters or your immediate superiors. Therefore, much of what you say in this report you have doubtless written before. If you are writing about something for the first time—something that demands action—you should follow up in the regular manner through routine correspondence to make sure that this request is taken care of without delay.

Brevity and Clarity Are Stressed

"Acquire the art of brevity plus clarity. It is inborn with some and difficult for others to acquire. It takes one person twenty words while another, in ten words, more effectively expresses the same thought.

"Every one in the management is interested in reading these reports. Just as it takes time for you to write, so it takes time for us to read. There are nearly thirty of these reports received every month. Therefore, brevity plus clarity will save the company money by taking less time to read each and every report. . . .

"On the other hand, a sheet of paper almost blank might leave the impression that during the last month you had not done much worth-while thinking about your sales problems, or the company's products.

"If you have a problem that is vital do not hesitate to repeat just because you mentioned it last

month, the month before, or even a half dozen times last year. Repetition often is necessary to impress a busy mind.

"Be specific. Avoid generalities. Have you told us all five 'W's'—*what, when, where, who* and *why*? Do not say, 'There is some sign of remodeling and rewiring lately.' *What* type of building construction or industry is going to do the remodeling and rewiring? *When* do you expect this activity to make orders available for Trumbull equipment? *Where*—in all parts of your territory, or simply in a certain key city? *Who* will benefit—that is, what general classification of Trumbull products will benefit from this activity?

Salesman Urged to Find the "Why's"

"We are always glad to learn that our products are gaining acceptance such as is expressed in this statement, 'RB switches are still gaining in favor.' There must be one or more major reasons. Have you done a great deal of personal missionary work, promoting this switch? Is the device superior to anything competition offers as to appearance, performance, or its various features of design? Is it because engineers in your territory like the device better than similar devices of our competitors or our own type of 'A' switches? There might be many more reasons. Always try to tell us the important *why's*."

A monthly report comes from every member of the sales force, including every branch manager. And, as we have explained the matter to the branch managers, here is why:

"Your comments on both the sales and products reports, as well as special reports, cover the entire range of sales operations. One of the virtues of these reports is that they enable the management to get a consensus of opinion. Your recommendations and suggestions are just as important as those of the salesmen. . . . You may care to include in your report additional comment on, or clarification of, statements made in previous monthly

reports turned in by your salesman."

The salesman's monthly report is a four-part communication covering jobs, sales, products, and "special" subjects; and for convenience and complete coverage, for each of the parts we supply the men with printed forms. To guard against loss of pages, we ask the men to head each of the parts with a designation indicating the number of pages it contains. Thus a salesman will write at the head of his job report: "Page 1 of 6 pages."

Further, each of the four parts is subdivided. Thus, the sales report covers six suggested topics: Competition, Resale Price Conditions, Distribution, Industrial Activities That Affect Trumbull Products, My Plans for the Current Month, and Suggestions.

We have asked the men to be frank. In our instructions, we have said:

"Indicate clearly whether you consider your expression a sales advantage, or are trying to tell us a fact that is an obstacle to a sale. You will note particularly that the

topics are divided generally between advantages and obstacles. . . .

"Write freely, in your own style and pick out those groupings about which you have something worthwhile to say.

"Don't be too modest to tell about a good job well done. It might help another Trumbull salesman.

"Don't be afraid to tell about your failures. We might dig up some plan to help you."

And the men do write. We have tried to stimulate their thinking—and the reaction is a stimulation of our own. They commend, and generously. They criticize, and freely. They suggest new products, new designs, and even new markets. They suggest devices and expedients by which they may sell more goods—window displays, counter displays, sales presentations.

And they keep all of us, from the Governor down, intimately informed about what is going on out on the firing line. And about what is going on out there, I ask, who could be in a better position than our salesmen to know?

Adds to Space Buying Staff

Gosta M. Lewander, formerly with the J. Walter Thompson Company, has joined the space buying staff of Hommann, Tarcher & Sheldon, Inc., New York. William E. Larcombe and W. W. Kirchert will continue their duties as heretofore.

• • •

Bahama Board Appoints Agency

The Nassau Development Board of Bahamas has appointed Kelly, Nason & Roosevelt, Inc., New York, to act as its advertising agency. This agency will also handle the advertising of the Nassau, Bahama Information Bureau in New York.

• • •

Thayer Ridgway Promoted

Thayer Ridgway, for the last year promotion manager of the Los Angeles *Illustrated News* and the *Post-Record*, has been appointed national advertising manager of both papers. He was formerly promotion manager of the Los Angeles *Examiner*.

• • •

To Join United Distillers

Raymond Levy, president of Amalgamated Advertising Agency, Inc., New York, is resigning that position effective December 2, to join United Distillers of America, Ltd., of that city, as director of sales and advertising.

Life Advertisers to Meet

Clifton P. Mayfield, manager of publicity of the Fidelity Mutual Life Insurance Company of Philadelphia, has been appointed chairman of the Eastern Round Table of the Life Advertisers Association, to be held December 10, at the Hotel Pennsylvania, New York.

• • •

Barradale with Remington

C. D. Barradale, formerly with The Frostilla Company, Elmira, N. Y., and, more recently, with Harold F. Ritchie & Company, New York, has joined Wm. B. Remington, Inc., Springfield, Mass., agency.

• • •

Munn and Macom Open Studio

Arthur W. Munn, vice-president and art director of Fletcher & Ellis, Inc., New York, and Voorhees F. Macom, of the art staff, have resigned to open a studio in the International Building, Rockefeller Center, New York.

• • •

Returns to Platinum Products

C. J. Begemann has joined the Platinum Products Company, Inc., New York, as assistant to the president in charge of sales and advertising. He formerly was with this company up until a year and a half ago.



A RECIPE FOR

SALES

Ingredients

THE MARKET—Big cities for volume sales.

THE METHOD—Color advertising for appetite appeal and faithful package reproduction.

THE MEDIA—Advertising with local sales punch and merchandising support.

**TESTED AND
APPROVED BY**

LOOSE-WILES

tion in the big cities for volume sales, and full color for appetite appeal . . . marketing strength and true-to-life reproduction.

largely on "good old word-of-mouth" sales. Your reproductions have been all you promised. Now that our campaign is over I am glad to tell you that our cash balance in your public.

TESTED AND APPROVED BY LOOSE-WILES

tion in the big cities for volume sales, and full color for appetite appeal . . . marketing strength and true-to-life reproduction.

Says R. C. Hull of the Advertising Division, "THIS WEEK, with twenty-one excellent papers in major markets, fitted into our plans perfectly. It was among the first publications considered."

Loose-Wiles required merchandising support, the kind of local merchandising influence and dealer cooperation that gets goods featured and displayed. Mr. Hull continues, "We want to compliment you on the quick way in which you developed the cooperation

largely on your own sales force. Your reproductions have been all you promised. Now that our campaign is over I am glad to tell you that our early belief in your publication has been justified."

THIS WEEK's high-speed gravure process puts magazine color on a mass market basis . . . and at the lowest rate per page per thousand. In 4,250,000 families concentrated in America's richest market (circulation in trading areas 3 to 5 times as strong as national magazines), make THIS WEEK a principal ingredient in any manufacturer's recipe for sales.



FOOD AND GROCERY PRODUCT
ADVERTISERS WHO HAVE
TESTED THIS WEEK—FOR SALES

BEECH-NUT • BIRKEN • BLUE MOON CHEESE
BORDERS • DOLE HAWAIIAN PINEAPPLE
BUNGE • IVORY SOAP • KELLOGG'S
LEPTON'S TEA • LOOSE-WILES
NATIONAL BAKERY CO. • OYSTER INSTITUTE
PILLSBURY • QUICK ELASTIC STARCH
SANKA COFFEE • SCOT TOWELS
SEMIPOLE TISSUE • SHERIDAN WHEAT
SUNBET • WOODBURN'S SOAP • WREGLY

THIS WEEK for Sales



Adelphi, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis, Memphis, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

To a Space Buyer

A Letter Expressing Some Confusion Concerning a Scientific and Statistical Branch of Advertising

Dear Sir:

I am confused. And bothered.

Yours, I have been told, is a scientific business. I have been informed that you are surrounded by statistics. A gentleman who sells space—and whom, I am told, you occasionally see—has emphasized the fact that space buying is becoming so much of an exact science that there is less opportunity than in the good old days for some downright, old-fashioned imaginative selling.

Imagine—although I have been told by one embittered publication salesman that space buyers have no imagination—imagine my confusion when I recently examined a collection of figures gathered by a statistically minded seller of space.

"Show me," he demanded in a voice laden with exasperation, "show me the logic behind these figures."

His collection, it seems, was composed first of a list of fifty large advertisers, none of whom manufactures seasonal products; second, a list of ten leading newspapers in cities of over 1,000,000 population; third, a list of thirteen papers in cities of more than 500,000; fourth, a list of six papers in cities of 250,000 to 500,000 and finally, the number of insertions each advertiser placed in as many of the newspapers as he used during last year.

It does not show the size of insertion. Perhaps that is a weakness, but since these advertisers are all large companies none of them happens to be a small-space user. The user of the smallest average unit happens to rank next to the top in number of insertions, being one of the few advertisers who uses any newspapers oftener than once a week.

Some of these schedules seem quite logical. For instance, here is one company that used all ten of

the newspapers in the largest cities with a minimum of twenty-one insertions in one paper and a maximum of eighty-eight in another paper. In the second largest seven cities his minimum was twenty-six insertions, his maximum 125. In the third group cities the minimum was sixty-one, the maximum eighty-five.

Perhaps it is no coincidence that this manufacturer leads his field. About that I wouldn't know.

However, there are some funny ones. Here is an advertiser who used four out of the ten Group 1 papers. In three he had one insertion for the year, in one he had six.

A little more liberal in the Group 2 cities he used eight papers for one insertion each.

In the Group 3 cities he used two papers for one insertion.

And he, like all the rest, is among the largest newspaper users. So he must know his stuff.

How about another advertiser? In one Group 1 paper he used one insertion, in another five insertions, in another thirteen, in another seventeen, in another twenty-two, and in the last two twenty-six and thirty-seven respectively.

A Spendthrift in Group 2

Somewhat of a spendthrift when he got into Group 2 cities his insertions were as follows, by papers: Four, one, nineteen, seventeen, twenty-two, seventeen, seventeen, seventeen, seventeen, fifteen, fifty-seven, twelve, sixteen.

In Group 3 his scheduled insertions were as follows: Six, twenty-three, thirteen, five, thirteen, nineteen.

As we looked over this schedule, my space selling friend suggested that the space buyer for this company had used a slide-rule.

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TO THE HOMES OF BALTIMORE

by Authorized CARRIER



HERE'S THE EVIDENCE. So efficient is Sunpaper Carrier Delivery that throughout the city and suburbs are hundreds and hundreds of "solid blocks", like these shown, on the route of George P. Spamer, who has been delivering Sunpapers continuously for 30 years. Carrier Spamer is but one of 144 men who devote all of their time to this work . . . Complete coverage such as this tells the story. It tells why Baltimoreans are most readily reached through The Sunpapers—Morning, Evening and Sunday.



THE SUNPAPERS IN OCTOBER

Daily (M & E) 287,679 Sunday 198,516

**A Gain of
6,385**

Over October Year Ago

**A Gain of
9,737**

Over October Year Ago

**THE
MORNING**



EVENING

**SUN
SUNDAY**

New York—John B. Woodward, Inc. — San Francisco and Los Angeles
Chicago—Guy B. Osborn, Scolaro & Meeker, Inc.—Detroit
St. Louis—C. A. Cour. Atlanta—Garner & Grant

"Everything in Baltimore Revolves Around The Sun"



facts: The Bulletin for forty years has been edited for Philadelphia homes. Home interests have shaped its policies. And the confidence of the home has been the structure upon which its circulation has been built.

That circulation has averaged more than half a million daily for the last twelve years. The average for the first nine months of 1935 was 518,306.

If you have a food product, or any home product, consult your Advertising Agency about this great City of Homes, and about this newspaper which nearly all Philadelphians read.

Copyright 1935, Bulletin Company, Philadelphia. Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, San Francisco.

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read The Evening Bulletin

Showing Number of Insertions in One Year by a Dozen Largest Newspaper Advertisers in Twenty-nine Leading Newspapers

Group A (Cities Over 1,000,000 Population)											Group B (Cities of 500,000 to 1,000,000)											Group C (Cities of 250,000 to 500,000)										
Newspapers and Number of Insertions in Each Paper											Newspapers and Number of Insertions in Each Paper											Newspapers and No. of Insertions in Each Paper										
Co.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6			
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B.....	28	24	17	29	..	30	..	29	29	10	31	31	29	29	30	27	30	29	20	30	29	34	29	2	29	..	2	26	..			
C.....	12	6	8	21	7	19	7	2	..	2	8	20	21	5	18	4	21	7	25	18	4	14	8	8	6	16	6	19	9			
D.....	13	3	..	9	..	11	11	3	8	3	4	9	13	2	12	4	2	3	10	3	9	9	9	13	9	28	9	3	8			
E.....	41	36	28	41	..	42	9	69	..	49	41	45	42	41	41	28	29	34	49	46	45	39	..	28			
F.....	9	3	12	24	9	28	11	6	28	..	16	10	..	12	11	12	..	12	12	1	..	8	12	11	8	8	2	..	10			
G.....	8	3	17	18	7	15	10	5	13	..	1	..	2	8	7	7	16	10	15	9	5	4	6	1	1	4	3	3	..			
H.....	29	9	23	17	..	15	32	17	2	22	25	..	16	16	15	13	20	13	25	10	22	17	13	..	8	9	..	14	19			
I.....	3	3	3	46	..	46	6	3	46	3	50	..	4	3	54	3	4	..	4	46	3	52	3	3	6	31	55	..	34			
J.....	11	34	35	10	..	37	..	26	..	11	..	3	4	3	..	3	13	..	9	10	9	14	3	..	18	3	16	..	13			
K.....	..	1	..	7	38	2	26	..	6	5	..	1	5	3	5	15	..	5	3	3			
L.....	1	1	..	1	6	1	..	1	1	1	1	1	1	1	1	1			

In the table above companies are identified by letters in the first column. Newspapers are identified by figures in the top line.

Nov. 14, 1935

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that," he added in an ugly tone of voice.

"Here's a good one," he added. "Look at this one."

In three Group 1 papers the advertiser had forty-six insertions; in five of the group he had three insertions and in one, six. Getting over to Group 2 papers he had fifty-four insertions in one paper, fifty-two in another, fifty in another, forty-six in the fourth, four in three papers and three in four papers.

"There," I suggested, "is some logic."

"Where?" he asked.

"Why there," I answered. "Look. Four insertions in three papers and three insertions in four papers. That's logical."

Apparent Logic Meets with Silence

My friend did not answer, so maybe I was wrong. He was already pointing out this advertiser's record in the Group 3 papers. There was one schedule of twenty-three insertions, one of nineteen, two of thirteen, one of six and one of five insertions.

"Give him credit," he said. "He did use all the papers. But he must have knocked the subscribers of that one paper dead when he put in one insertion to reach a couple of hundred thousand readers."

"Wasteful chap." I suggested. "Throwing away all that money on thirty-seven insertions in one paper when apparently one insertion was enough to cover a newspaper with larger circulation."

There was another one that must have been logical, but the logic is a little difficult to follow. Out of the ten Group 1 papers this advertiser used eight. In the eight, schedule of insertions was as follows: One, four, five, twelve, ten, three, one, five.

Over in the Group 2 cities three papers were not used. In the other ten the insertion schedule ran like this: Ten, seven, one, three, nine, eleven, eight, two, twelve, five.

Over in Group 3 he used five out of the six papers as follows: Fourteen, one, thirteen, seven, seven.

Here is another record. Insertions in Group 1 papers: Eight, three,

seventeen, eighteen, seven, fifteen, ten, five, thirteen.

In Group 2 papers: One, two, eight, seven, seven, sixteen, ten, fifteen, nine, five, four, six.

In Group 3 papers: One, one, four, three, three.

Out of the fifty advertisers, ten of them—and they are all successful advertisers so they must be right—had what seemed to me, in my crude, amateur way, cock-eyed systems. But then I have no slide-rule, I don't understand Standard Rate & Data nor do I get the true inner significance of an A. B. C. report.

I did have a couple of ideas that might account for the odd schedules.

"Possibly," I ventured, "some of these single insertions are ends of schedules."

"Possibly they are," my friend admitted. "Only what funny ends. One insertion in June. I suppose that advertiser was ending up a schedule that he started in 1924 with two vigorous insertions. To do it right he ended up with one in June 1934."

That hardly seemed to me to be a nice way to treat my suggestion, so I let the thing pass in silence.

Another Explanation Meets with Scorn

"Possibly," I suggested, "some of the single insertions are announcements."

"Announcements of what?" asked the space seller. "And if it's so important to make one announcement to the readers of a newspaper, why in the name of reason isn't that group of readers important enough to get seven announcements? For instance, look at this advertiser who announces once to the readers of one Group 1 paper and sixteen times to the readers of another. To be sure the city where he made the sixteen announcements is somewhat bigger than the city where he made the one but—" slightly red of face he stopped, "what's the use?"

"Maybe this advertiser," I said, pointing to one, "has better distribution in some cities than in others. Perhaps that accounts for the reason that he has thirty-eight

What can a grocer do?



So Boost

SALES OF A BRAND

1. Give your brand to customers who do not specify any particular brand. (This happens in more than 33 out of every 100 sales.)
2. Display your brand well inside the store.
3. Feature your brand frequently in his own advertising.
4. Display your brand in the windows.
5. Suggest your brand to customers in the store.
6. Suggest your brand to customers in telephone selling.
7. Offer your brand frequently at special prices.
8. Use your dealer helps and selling suggestions.

So Retard

SALES OF A BRAND

1. Refuse to stock the brand.
2. Stock it in the back room or under the counter to be sold only when demanded.
3. Never give the brand good display.
4. Never mention it in his advertising.
5. Never display it in the store windows.
6. Never suggest it to customers in the store.
7. Never mention it in selling over the telephone.
8. Price the brand too high by comparison to competing brands.
9. Never use the helps offered by the manufacturer.

Leaders are pretty important fellows to food manufacturers; for they

cooperation of leading grocers.

One sure way to do this consistent advertising directed

quently in his own advertising.

8. Use your dealer helps and selling suggestions.

his advertising.

5. Never display it in the store windows.

9. Never use the helps offered by the manufacturer.

Lcers are pretty important fellows to food manufacturers; for they are the ones who actually do (or don't do) the selling of your product.

These grocers can do a lot to promote the sales of products and brands they, themselves, want to sell. And on the other hand they can be pretty mean about it and do a lot to retard sales of products and brands they don't prefer to sell. It all depends on how these grocers feel about the product and the company back of it.

The two lists that you see above recapitulate some of the means grocers use every day to sell what they want to sell. And because leading grocers have such power, it's mighty important that food manufacturers

cooperation of leading grocers.

One sure way to do this is through sound, consistent advertising directed specifically to the important grocers.

Through *The Progressive Grocer* you can reach the leading independent grocers in this country. It will also take your story to every wholesale grocer, all food chain buying headquarters and to leading food brokers.

The Progressive Grocer has a circulation of 75,000. The top-notch grocers who are its regular readers influence the food buying of 15,000,000 housewives.

If you sell groceries—you should have these grocers working for you—using the list above on the left.

THE PROGRESSIVE GROCER

BUTTERICK BLDG., NEW YORK

MALLERS BLDG., CHICAGO

MOBART BLDG., SAN FRANCISCO

insertions in this newspaper and over in this city he only has one insertion."

"That's possible," admitted the space seller, "but does it occur to you that over here in paper No. 10 he has two insertions? To my feeble mind that seems to be not enough to cover much of anything and certainly it's one time too many for an announcement. Answer that one."

I didn't.

For your more detailed information and because you like figures, I am attaching a list of the insertions of some of the advertisers in

some of the groups. I have not tried to cover them all because I haven't the space. It will give you, however, some idea of why I am confused.

Perhaps you've got a good answer. Perhaps you've got a dozen good answers. It is certainly difficult for me to imagine a space buyer doing anything that is not thoroughly logical, highly scientific and at least mostly correct statistically.

I am, however, in my ignorant way, puzzled. And bothered.

LARRY.

Form Steel Buildings, Inc.

David S. Betcone, for the last ten years with Sears, Roebuck and Company as architectural director and sales supervisor of their modern homes department, has been named president of Steel Buildings, Inc., Chicago, a newly organized firm.

The new firm will manufacture and distribute all of the materials excluding masonry, for self-framing prefabricated steel homes and commercial buildings.

Edward B. Sickle, owner of the Paint Products Laboratories, Chicago, and recently general manager of the Steelox Company, has been made vice-president of the new organization.

• • •

Livingston with Radio Firm

John Livingston, for three years Western manager of Castle Films, formerly with the Bureau of Broadcasting, Chicago, and previous to that with the Curtis Publishing Company, has joined the affiliated firms of Free & Steininger, Inc., and Free, Johns & Field, Inc., radio representatives, Chicago, as sales promotion manager.

• • •

Florida Promotion to Eastman-Scott

Governor Dave Sholtz' All-Florida Advertising Committee, Jacksonville, Fla., has appointed The Eastman-Scott Agency, of that city, to handle its promotion campaign. The committee announced that thirty-nine counties had agreed to contribute to the fund, which is expected to total \$100,000 or more.

• • •

To Publish "Daily Doings"

Daily Doings, a weekly publication sponsored by the Hotel Association of New York City, will be distributed, beginning December 6, to the rooms of hotel guests in that city. Fred I. Peabody is advertising and sales manager, with offices at 101 Park Avenue, New York.

Plan Carroll Swan Memorial

A number of New England veteran and other organizations, including the Advertising Club of Boston, Crosscup-Fishon Post of the American Legion, Lantern Club and Town Criers of Rhode Island are uniting in a campaign to raise funds for a memorial to the late Carroll J. Swan, New England advertising representative and civic leader who died last March. The memorial will take the form of a fund, the income of which will be used to aid underprivileged children. Bayard Tuckerman, Jr., has been appointed head of a special gifts committee.

• • •

Ventress Joins Anderson

Robert H. Ventress, for the last three years merchandising manager of the retail division of the Standard Oil Company of New Jersey, has joined The Anderson Company, Gary, Ind., as merchandising co-ordinator. Mr. Ventress will devote himself primarily to marketing policies for the Anderson Vision-Control products through major petroleum organizations.

• • •

WWJ Names W. J. Scripps

A third generation of the Scripps family has become identified with a major activity of the Detroit *News*. W. J. Scripps, grandson of J. E. Scripps, founder of the Detroit *News*, and son of W. E. Scripps, president of the *News*, has been appointed acting manager of radio station WWJ to succeed the late Jefferson Webb.

• • •

Arthur G. Turner Dies

Arthur G. Turner, former managing editor of the Baltimore *News*, and for several years head of the publicity department of the Mercantile Trust Company, of that city, died there last week. He was one of the developers of church advertising on a large scale.

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A Great Day for Zim

**General Electric Twenty-four-Hour Home-Appliance Drive Nets
\$1,365,227 Sales**

STARTING at seven o'clock in the morning of November 1, retail salesmen for General Electric home appliances worked right through until seven o'clock the next morning on a spectacular drive that gives one answer to the question, "What can salesmen do with their spare time?"

This was a real twenty-four-hour drive. The salesmen did not stop when they had finished calling on the usual prospects at their places of business during the day and in their homes during the evening. Instead they kept right on selling to night workers. They talked to policemen, firemen, railroad workers, telephone employees, morning newspapermen, gas station attendants, in fact to all of those unfortunate—or perhaps fortunate—wights who start work when the rest of humanity is just getting ready for bed.

An unusual feature of the drive was the fact that the same General Electric salesmen who netted a total of \$1,365,227 in retail sales of electric refrigerators, ranges and dishwashers have been in the midst of an eight-week sales campaign and that half of the G-E distributors in their sales organization were over 100 per cent of their campaign quotas. In addition, no special prizes were offered.

The day was known as "Zim's Red-Letter Day" and the twenty-four-hour sales effort was staged as a tribute to P. B. Zimmerman, manager of G-E's specialty appliance department.

No advance material was sent out, so that the salesmen were totally unprepared for the special day's work. National campaign headquarters in Cleveland sent a letter, marked personal and confidential, to distributors. This letter suggested that November 1 be set aside as "Zim's Day." They were

asked to call all their salesmen, and as many of their nearby dealers as possible, together for an early morning breakfast on that day. It was at this breakfast that the sales organizations were given their first information concerning the twenty-four-hour drive.

A number of distributors arranged for conference service calls, whereby they talked to outlying dealer sales organizations over the long distance telephone, advising them of the drive and urging them to co-operate.

The letter sent to distributors gave a number of suggestions. Most of the distributors served a breakfast Friday morning and a midnight lunch Friday night.

Like Political Headquarters on Election Night

The headquarters of Jean DeJen, national campaign manager, took on something of the aspect of a national party's headquarters on election night. Hourly reports were received from G-E distributors in fifty-six of the country's leading cities. As these reports came in by telegraph and over long distance phones, the results of the day's selling were chalked up on huge blackboards. A quota of a half million dollars in sales had been set up for the day. When the final figures had been compiled, the sales had reached almost 300 per cent of that mark.

A Chicago distributor sold a total of \$166,000 worth of appliances on Zim's Day, while a New York distributor sold \$132,000 worth. These were retail sales to consumers, not sales to dealers. In the case of a Florida distributor, he sold on one day more than 73 per cent of his entire eight-week campaign quota in the face of the fact that up to that day he had reached 250 per cent of the original



AMERICAN CANTON

230 PARK AVENUE NEW YORK

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TURNOVER! Say—the only turnover your product gets is when we dust it!

Discouraging? Yes. But more important, it is a signal that something is probably wrong at the point of sale.

If this happens in the merchandising of your product, has it occurred to you that we might be able to help you find out the reason why?

We have practically grown up with package merchandising. We have seen many problems solved and had a share in

their solving. This accumulated experience is yours without obligation. But if yours is a new problem, you will find us ready and willing to work with you in solving it.

A letter to us may help you solve your problem. Address the Sales Promotion Department of the American Can Company, 230 Park Avenue, New York City.

AMERICAN CAN COMPANY
NEW YORK

Listen to
BEN BERNIE
"and all the lads"
TUESDAY NIGHT
N.B.C. WJZ NETWORK
9 P.M., E.S.T.

The GREATEST GAIN in GENERAL LINAGE

For the first ten months of 1935, The Detroit Free Press shows a gain of 119,785 lines of General Advertising, or 8.8% over the corresponding period of 1934 . . . greater by 6,387 lines than any other Detroit newspaper.

Excluding the advertising of "This Week" and "American Weekly", the gain made by The Free Press was greater than the combined gains of both other Detroit newspapers.

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

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quota. More complete electric kitchens were sold on that day than have been sold during the last three months.

"This one-day campaign," says Mr. DeJen, "had a number of things to recommend it. First, it was a tribute to Mr. Zimmerman, who is personally known to most salesmen because he has talked to them and with them at their various sales conventions.

"Then, too, a certain amount of sales psychology was attached to the one-day's stunt. If we had asked the distributors to stage a twelve-hour drive it wouldn't have been so unusual. But when we asked them to have their salesmen and dealers work around the clock, there was an element of novelty. It captured their imagination.

"Some sales executives and sales managers question whether campaigns pay," continued Mr. DeJen. "Like national advertising it often is impossible to quote estimate tangible results. This one-day drive unquestionably proves the value of campaigns. We believe that sales

campaigns form a highly specialized activity; that they require careful planning, careful timing and the engendering of mass enthusiasm. We try to capitalize, too, on the appeal which showmanship has for the average American. We try to have a basic understanding of why people act as they do and how we can get them to react favorably to a proposition.

"Sometimes it may seem that we stage too many sales campaigns. However, the truth of the matter is that if campaigns have enough variety and enough human appeal, they keep the salesman's job fresh and colorful every day in the week and month. Our 'Refrigerania Sweepstakes' campaign of this spring was the first this year. Then followed the 'Baseball Campaign,' based on sales of commercial refrigerators. Then a special utility campaign and local campaigns. The fall campaign, now nearing an end, is known as the 'Refrigerania Stock Market' campaign. Present indications are that it will go far over the national quota."



Plan New Campaigns

Udall and Ballou, New York jewelers, have again become active advertisers with a photographic campaign featuring important works of the jeweler's art in national monthlies. Donahue & Coe, Inc., New York, which is handling this campaign, is also directing a campaign for 1936 for The Angostura-Wuppermann Corporation promoting Angostura as a food and beverage flavoring. Newspapers in sixty-two markets and women's magazines will be used.



Smith with Doremus

Hawley L. Smith, formerly with the security analysis division of the Continental Illinois National Bank & Trust Company, Chicago, has joined Doremus & Company, as manager of the Chicago office. He was associated at one time with the advertising department of the Crowell Publishing Company, in that city.



King A. Harvie Joins Chase

King A. Harvie, industrial consultant formerly with Ford, Bacon & Davis, Inc., New York, as manager, has joined the Cleveland B. Chase Company, Inc., of that city, as a director and will specialize on Vocafilm, talking slide film.

Fowler Leaves "Chronicle"

W. H. B. Fowler has resigned as assistant publisher of the San Francisco *Chronicle* to devote his time to his pineapple and sugar interests. Mr. Fowler, assistant publisher of the paper for fifteen years and general manager since 1915, is president of the Island Pineapple Company and a director of the Hawaiian Pineapple Company. His headquarters will be in the Financial Center Building, San Francisco. He had been with the *Chronicle* for forty-two years.



Trigg Heads Paint Group

Ernest T. Trigg, co-chairman of the Paint Industry Recovery Board and chairman of the board, John Lucas & Company, Inc., Philadelphia, has been elected president of the National Paint, Varnish and Lacquer Association. Mr. Trigg was called to Washington two years ago to head up the association's work.



Orr to Colorado Fuel and Iron

N. H. Orr has been appointed general manager of sales of the Colorado Fuel and Iron Company, Denver. Until recently, he was a member of the staff of the American Iron and Steel Institute, New York.

How to Sell Goods!

Laughs, Loves, Thrills and Tears have built

the largest weekly reading audience on earth for

THE COMIC WEEKLY—and for advertisers



THEY read the "comics" to laugh—yes. But they read them for romance, too, and for adventure and for pathos... these millions that follow the "comics" religiously every week.

"Sappy" generates miles of smiles, but behind each one may be a poignant memory of a bygone childhood day. "Tillie the Tailor" is highly amusing to her great female "public," but there's many a man who sadly remembers when he stood in "Mac's" shoes, faithfully serving Her Majesty only to lose date after date to a "visiting fireman."

So it goes—every page an experience, every experience striking deep into the reader's con-

sciousness, stirring old memories, dramatizing "what might have been."

Laughs, Loves, Thrills and Tears—these, and these alone, have built the largest weekly reading audience on the face of the earth for THE COMIC WEEKLY.

Every week, through the 17 great Hearst Sunday newspapers, this medium goes into more than 5,500,000 homes, and is read by upward of 20,000,000 persons. 99% of the juveniles devour it—complete coverage of this most important group, for every advertiser is aware of the ever widening influence of the younger generation on family purchases.

Plus millions of adults—and ever fifty important national advertisers have learned during the last four years that these adults alone constitute sufficient reason for a regular schedule in THE COMIC WEEKLY.

What more effective way to reach them than to march straight down the line of Laughs, Loves, Thrills and Tears, in step with these human emotions that all people—young and old—extremely stalk? For that is the line that leads to sales. And increased sales inevitably point the way to greater profits.

MAKE THEM CRY

MAKE THEM LAUGH

Tears, in step with those human emotions that all people—young and old—actually seek? For that is the line that leads to sales. And increased sales here/likely point the way to greater profits.

Illustration: International Advertisers' Service, 170 Madison Avenue, New York 17, N.Y.



MAKE THEM CRY



TALK TO THEM OF LOVE

QUAKER OATS BUYS THE COMIC WEEKLY ON PROVEN PERFORMANCE

The Quaker Oats Company ordered its first page in **THE COMIC WEEKLY** in 1911, and has since then been a regular advertiser in the magazine. Since then, the Quaker Oats Company has backed its belief in **THE COMIC WEEKLY**'s ability to reach the largest audience of Quaker Oats, Mother's Oats, Aunt Jemima, Puffed Wheat, Puffed Rice and Crispix. During 1934, the Quaker Oats Company's advertising expenditure in **THE COMIC WEEKLY** was \$115,000, and this expenditure is substantially increased in 1935.

In 1934, and for a part of 1935, advertisements were bought and results carefully checked. Results showed that the Quaker Oats advertisement in **THE COMIC WEEKLY**.

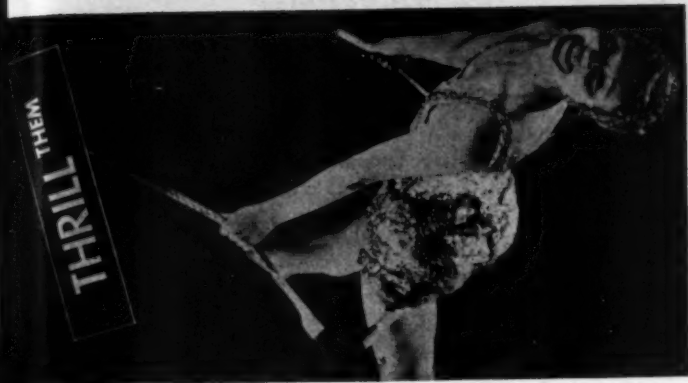
During 1934, advertisements in the Quaker Oats Company's advertisement in **THE COMIC WEEKLY** produced over eleven million hits. In 1935, the first three advertisements in **THE COMIC WEEKLY** produced over four million hits. A great tribute to the widespread editorial appeal—used Laughlin, Love, Thrills and Tunes.



THE COMIC WEEKLY

Everybody Reads The Comics

959 Eighth Avenue, New York City . . . Palmolive Building, Chicago



THRILL THEM

Canadian Agency Franchise

Dominion Publishers Approve Recommendations of Joint Committee Appointed Last June

FOLLOWING a study of advertising agency operations in Canada, a joint commission of publishers and agents submitted new recommendations regarding agency-publisher relations last week to the Canadian Daily Newspaper Association in convention in Toronto.

Recommendations of the commission, appointed last June, were approved and, as a result, effective the first of the year, a new C. D. N. A. franchise will take the place of the present agreement under which agencies have operated for many years.

Rigid enforcement of the plan's new provisions for elimination of rebating and the reduction of commission to a 15 and 2 per cent basis as embodied in the franchise as quoted below, it was felt by the assembled publishers, should partially offset loss of earnings and strengthen the services of recognized agencies to clients.

Some of the pertinent clauses in the new franchise read as follows:

10. Rebating of commission in any form is prohibited. Rebating consists of:

(a) Giving to the advertiser any part of the agency commission received from daily newspapers.

(b) Payment by the agency of any part of the salary of an employee of a client.

(c) Payment by the agency of any part of the salary of an agency employee attached to the staff of a client, whether temporarily or permanently.

(d) If an agency in the billing of its expenditures on production makes less than 15 per cent on the net—(Production expenditures consist of Art Work, Engravings, Electros, Typesetting, Stereos, Mats, Printing, etc.) (Sales Tax excepted.)

(e) Allowance of any part of the agency commission to the advertiser

on radio advertising, farm newspapers, weekly newspapers, magazines, miscellaneous publications, outdoor and street car advertising. If an agency makes less than 15 per cent on the gross on any expenditures on above classification (except on posters, where 10 per cent only is allowed) this will be considered rebating.

11. Cash Discounts are regarded by the Canadian Daily Newspaper Association as "deferred commissions" and the Association is opposed to their being rebated.

12. Any account executive or member of an agency staff paid on a commission or salary and commission basis will be required to make an affidavit that no part of his remuneration is rebated to an advertiser.

13. Any enfranchised advertising agency paying any part of its commission on any account to any individual or firm not enfranchised by the Canadian Daily Newspapers Association shall lose its franchise.

14. All agencies covered by these regulations shall employ chartered accountants selected from a list approved by the C. D. N. A., who shall certify whether or not there is evidence of rebating according to the definition contained in these regulations.

Directors also decided that for the present no additions will be made to the list of recognized agencies.

This action can probably be interpreted as a concession to the agencies who objected and finally succeeded in having eliminated from the new franchise a proposed provision that would allow the C. D. N. A. to send auditors into agencies at any time to check their books and, incidentally, any transactions that might be interpreted as rebating.



Signs of Good Times

EVERYTHING is functioning under full steam in the National Capital. Population continually growing; retail business steadily on the increase and now the banks of Washington reach the peak for deposits—the highest in the history of the Federal Capital.

The Treasury's call on June 29, 1935, showed a total of \$266,586,839.82 on deposit in Washington's 22 banks and trust companies.

The Treasury's call on November 1 reached the high mark of \$289,905,886.22, a gain of \$23,319,046.40.

Washingtonians are credited with spendable incomes almost double that of any city in the Middle Atlantic States. It is a market where there is business and just ONE newspaper—THE STAR, Evening and Sunday—is all sufficient to reach the worthwhile people.

Minimum cost for maximum results

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers

The Evening Star.

With Sunday Morning Edition

New York Office
DAN A. CARROLL
110 E. 42nd St.

WASHINGTON, D. C.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

"-AN' I SAYS TO HIM-
YOU AINT SO HIGH AN' MIGHTY-
I KNOWS THE RULE OF THREE
AN' I NEVER WAS WITHIN
SIX BLOCKS OF A
COLLITCH-"



In Portland, Its The Journal

Sadie knows how to mop up sales. Use Rule of Three newspapers. That's a sweeping statement but there are only six in the entire U.S. that come out in the wash on the rigid Rule of Three. In this rich productive market it's the daily Journal of Portland, Oregon.

The RULE of THREE:

- 1 CIRCULATION LEADERSHIP**
The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has
+ 31% more city circulation than any other Portland daily.
- 1 ADVERTISING LEADERSHIP**
The daily Journal leads in retail linage, general linage,
+ total paid linage.
- 1 LOWEST MILLINE RATE**
The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

THE JOURNAL

National Representatives
Reynolds-Fitzgerald, Inc.

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I See Where . . .

CHIEF CAMPBELL, of Food and Drug Administration, says "no" to persistent rumors he will resign because of Tugwell. . . . National Association of Retail Druggists will sponsor amendment to Sherman Anti-Trust Act and to F. T. C. Act in next session of Congress as first move toward Federal fair-trade law, according to *Drug Trade News*. Many manufacturers reported in favor of such amendment because of difficulty with State fair-trade acts and no-sales-below-cost law of Connecticut type, adds New York *Journal of Commerce*. . . .

Fishery Advisory Committee of Commerce Department favors Robinson-Patman anti-discrimination bill but department store heads indicate they will fight it. . . . Dr. Morris Fishbein, of *Journal of American Medical Association*, takes editorial crack at copy used in New York State milk campaign. . . .

FAA liquor advertising regulations pass off pleasantly with new rules expected soon. Same body issues proposed misbranding and advertising regulations for wine and calls hearing thereon for November 22. . . . Department of Agriculture issues 230-page mimeographed "Agricultural Outlook for 1935-36" with added interesting summary on "Farm-Family Living Outlook for 1936." . . .

Secretary of Commerce Roper's Business Advisory Council to meet December 4 and 5. . . . Industrial Co-ordinator Berry calls his conference for December 9, inviting industry and labor and "consumers will be represented, of course." Lot of business men going to look on, scared not to, but looks as though conference will stir up labor-capital strife, get nowhere. . . .

With use of loss leaders by cash-and-carry wholesalers, breakdown

of minimum mark-up provisions stipulated by code, inclusion of food markets in chain variety and department stores, consumer resistance to present prices, uncertainty over coming Supreme Court decision on AAA, possibility of Federal anti-chain legislation, State chain-store taxes, increasing severity of competition, grocery trade is having tough time keeping profit margin even though sales continue up, says *Wall Street Journal*. Peace of mind not aided by politically inspired "investigations" either. F. T. C. mails lengthy questionnaire to food packers under Wheeler resolution. Department of Agriculture cites more packers as violating Packers and Stockyards Act in A & P case. . . .

More agitation for compulsory "A," "B," "C" grade labeling on foods in next session of Congress, heats New York *Journal of Commerce*. . . . Grocery chains spent \$27,250,000 for advertising in 1934, deduces *Chain Store Management* after completing survey showing 1.09 cents of every sales dollar in chain groceries went for advertising. . . . Fertilizer industry submits fair practice rules to F. T. C., would forbid advertising allowances. . . .

National Tire Dealers Association calls for Congressional investigation of rubber industry, condemns manufacturer-owned retail stores. . . . Department of Commerce to have weekly half-hour afternoon radio program to popularize its work. . . . Colorado, Illinois, Mississippi, Ohio, Oregon, and Texas Legislatures in special sessions with Minnesota due December 2. . . . Texas House and Senate pass bills to legalize sale of package liquor. . . .

FCC directs its broadcasting division to investigate desirability of special regulation of chain broadcasting. . . . Authors' League will fight Duffy copyright bill to finish,

threatens newly elected president Marc ("Green Pastures") Connelly. . . . Brazil decrees one-half of musical numbers played there must be by Brazilian composers and two-thirds of personnel of orchestras must be Brazilian. . . . Harvard study of limited price variety chains' figures for 1934 shows gross margin of about 37 cents of sales dollar and operating profit of 4.86 cents of sales dollar. . . .

Rural Electrification Administration makes loans providing for electrification of 4,247 farms, being start of extensive program. . . . Vermont Maple Co-operative ships 180,000 half-pint cream bottles of maple syrup to "one of the big chain stores," being largest single shipment ever out of Vermont, says Farm Credit Administration. . . . San Diego Fair closes for intermission until January 15. . . . Changes in Australian "Rules and Regulations for Accredited Advertising Agents" require agencies to join A. B. C. before accreditation will be granted and give newspaper Accreditation Bureau right to check financial position when desired. . . .

Wisconsin law requires teaching of co-operative marketing and consumers co-operation in all public schools. . . . Doubleday, Doran & Co., New York book publishers, apply for permanent injunction under New York fair-trade act restraining R. H. Macy & Co., New York department store, from selling its books under publisher's

stated price. . . . Drug manufacturers bargain with Mayor LaGuardia to back "fair and reasonable" Federal food and drug act revision if he will let up on city ordinance. . . .

Yield currently obtainable on list of 135 dividend paying common stocks down to 4.2 per cent at end of October, against 5.5 per cent at end of February, says Moody's Investor's Service. . . . Number of corporations making net profit in 1933 almost 33 per cent over 1932 with aggregate profit up 31 per cent, says Treasury Department. . . . Internal Revenue Bureau reports combined gross income of all American corporations in 1933 was \$84,234,006,000, against \$81,637,988,000 in 1932. . . . October nation's biggest home-building month in four years, according to Federal Home Loan Bank Board. . . .

Chain-store sales in October, 12.8 per cent over October, 1934, according to compilation by Hammons & Co. and Childs, Jeffries & Thorndike, Inc. . . . Bureau of Census reports rise in electrical goods orders. . . . Power output reaches new all-time high for week ended November 2. . . . Retail food prices up 0.8 per cent. . . . Wholesale commodity prices off 0.6 per cent for week ended November 2, says Department of Labor. . . . Car loadings off moderately as expected.

G. M. S.

More of G-E to Maxon

The specialty appliance division of the General Electric Company, Nela Park, Ohio, and the merchandise division of G-E, Bridgeport, having been consolidated under one head to be known as the appliance and merchandise division, the advertising account of the former merchandise division will be placed with Maxon, Inc., Detroit, in the future.

Detroit Office for Cramer-Krasselt

The Cramer-Krasselt Company, Milwaukee advertising agency, has established a Detroit office, with quarters in the Penobscot Building. Norwood D. Craighead is in charge.

New Chicago Agency

Glidden, Murphy & Halley is a new Chicago advertising agency, specializing in marketing counselor service. Principals are: H. Coy Glidden, in advertising agency work in Chicago for eighteen years; Edward V. Murphy, formerly of the Kelly-Smith Company; and Dr. George E. Halley, for a number of years in radio. Offices are at 43 East Ohio Street.

Wessel Resigns from Budd

Christian W. Wessel has sold his stock interest in The John Budd Company, publishers' representatives, New York, and has resigned as president, treasurer and director.

NEWS

versus

Monkey Wrenches

THE Weekly Kansas City Star prints news—

News about agriculture

News about the A A A

News about Washington

News about processing taxes

News about crop restrictions

News about bonus checks

The other farm papers in the Kansas City territory, being printed monthly or semi-monthly, are unable to offer farmers a quick, efficient news service on these and kindred subjects. So they offer maps and flags and monkey wrenches instead.

Result—

The Weekly Kansas City Star, without premiums, has the largest farm circulation in Missouri, largest farm circulation in Kansas and largest total circulation of all American farm weeklies.

The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

477,902 Paid-in-Advance Subscribers

Contest Copyright Upheld

A COMBINATION of "idea" and copyright litigation has just been terminated successfully for the plaintiff, the Zain Advertising System, of New York, through a decision of the Federal District Court, at Newark, New Jersey, holding its copyrights to be valid.

There were two suits by Zain in New Jersey: one before a Vice-Chancellor of the State of New Jersey, sitting at Newark, and the other in the Federal Court for that Federal District. The defendants involved in the actions were Albert B. Ayers, Arthur S. Russell, and the North Jersey Publishing Company. The facts involved in these suits, briefly, were these:

Ayers went to work as a salesman for the Zain Advertising System, in June, 1934, and entered upon a period of training in the art of promoting "ad writing contests" for newspapers, in which business Zain had been engaged successfully for a period of more than twenty years. During his period of training, he was instructed in the Zain plan of operations, its trade secrets, business methods, formulas and concepts which had been evolved by the Zain organization over a period of years. Ayers was paid a salary during his training period.

Ayers ceased to be employed by the Zain organization in March, 1935, being discharged because of alleged insubordination, refusal to obey instructions, and lack of suc-

cess in attaining contracts and conducting campaigns.

Several months later, Ayers, in association with Russell, made a contract with the North Jersey Publishing Company, publisher of the *Daily Courier* of Orange, to conduct a campaign of the kind which the Zain organization had conducted over a period of years. Shortly after this campaign got under way, Zain filed action in the New Jersey Chancery Court, seeking an injunction to prohibit Ayers and Russell and the North Jersey Publishing Company from continuing the contest. Such an injunction was granted by Vice-Chancellor Stein. The Vice-Chancellor, apparently realizing the difficulty in which the newspaper found itself, and the disadvantage to which it would be put by stopping its contest before completion, also handed down an order permitting the Zain organization to finish the contest for the paper.

The question of whether the contest rules, plan of procedure, advertisements, etc. were properly the subject of copyright, then went before the Federal Court at Newark, as it involved the interpretation of the Federal copyright laws. There again, Zain was successful, the court holding that the copyrights which had been issued on the various phases and features of the Zain plan were in fact valid. This latter decision was handed down on the 7th of November, by Federal District Judge Guy L. Fake.

Celotex Corporation Formed

The Celotex Corporation has been established at Chicago to take over the business and properties of the Celotex Company. Officers of the new corporation are: Bror G. Dahlberg, president; T. B. Munroe and C. G. Muench, vice-presidents; C. G. Rhodes, secretary.

A. B. C. Directors to Meet

The board of directors of the Audit Bureau of Circulations will meet December 6, at the Hotel Astor, New York, to consider matters referred to it by the recent annual membership convention.

Heads Northwestern Trustees

Mark W. Cresap, president of Hart Schaffner & Marx, Chicago, has been elected president of the board of trustees of Northwestern University, Chicago and Evanston, Ill.

Stuart Resigns from KOL

Ken Stuart, on the business staff of station KOL, Seattle, has resigned. He leaves shortly for California to enter the radio field.

Fragmentary Evidence

Dangerous Practice to Dissect Trade-Marks to Discover Parts That Don't Infringe on Competitors

OFFHAND, "Powerine" and "Powermax" don't sound so much alike, but they are too similar for the comfort of two producers of identical goods. This is the opinion of the Commissioner of Patents, who has refused trademark registration to the late-comer. The question whether the words are confusingly similar was one which, in the opinion of the Commissioner, caused the Examiner of Trade Mark Interferences to stray from the path which had been clearly pointed out in previous decisions by the Court of Customs and Patent Appeals.

The Examiner had dismissed the opposition brought by The Powerine Company, owner and prior user of the term "Powerine," on the theory that, since the term "power" is descriptive, purchasers would rely upon the balance of the marks in order to distinguish them from one another. Since "ine" and "max" when taken alone are not confusingly similar, he concluded that the opposition should be dismissed.

Commissioner of Patents Disagrees

Appeal was taken to the Commissioner of Patents who, after alluding to the repeated denunciation of the court of the practice of breaking down notations and comparing their fragments, continued:

"The practice must be condemned irrespective of the methods employed in bringing about the act of dissection. Abstruse arguments are of no avail if the ultimate result obtained is dissection of the marks. I am therefore inclined to disagree with the method employed by the Examiner of Trade Mark Interferences which, in effect, breaks down the notations, discards the 'Power' portion of both, and

proceeds to the conclusion that since there is no confusing similarity between the suffixes 'ine' and 'max' the opposition must be dismissed."

In the opinion of the Commissioner, whether or not the word "Power" in either of these trademarks is descriptive is not a matter of issue, for the validity of the opposer's trade-mark is not in question.

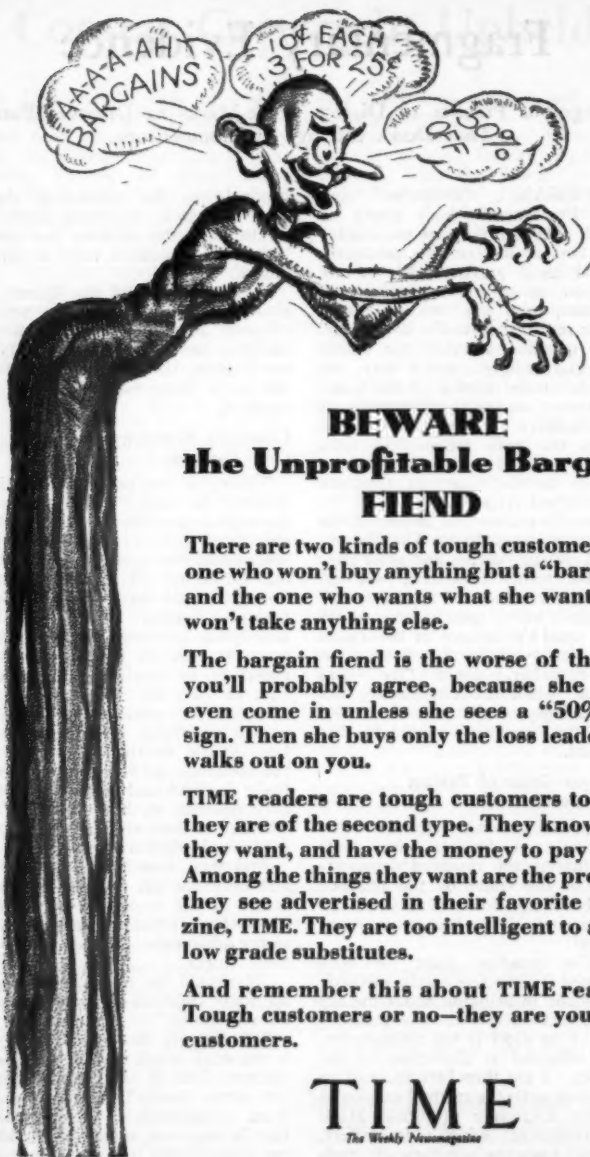
Confusing Similarity the Only Question

"There is no provision in the statute," he says, "that authorizes descriptive portions of words to be eliminated from consideration in determining the question of confusing similarity. The statute does not say that the marks must be confusingly similar in their *non-descriptive* portions. On the contrary, it requires merely that the notations be confusingly similar. . . . In view of the statutory instruction, it would appear that words containing descriptive portions should be treated in exactly the same way as those that are entirely fanciful and arbitrary. The only question to be considered is whether in their entireties they are confusingly similar."

And then, just before he finally and once for all reverses the decision of the Examiner of Trade Mark Interferences, the Commissioner admonishes all and sundry in these words:

"It should be remembered that all doubt must be resolved against the newcomer."

That is why the right choice of a new trade-mark is such a serious matter. That is why, too, descriptive terms should be banished even from consideration. And finally, that is why one should avoid like the plague even the *appearance* of evil.



BEWARE the Unprofitable Bargain FIEND

There are two kinds of tough customers, the one who won't buy anything but a "bargain", and the one who wants what she wants, and won't take anything else.

The bargain fiend is the worse of the two, you'll probably agree, because she won't even come in unless she sees a "50% off" sign. Then she buys only the loss leader and walks out on you.

TIME readers are tough customers too, but they are of the second type. They know what they want, and have the money to pay for it. Among the things they want are the products they see advertised in their favorite magazine, TIME. They are too intelligent to accept low grade substitutes.

And remember this about TIME readers. Tough customers or no—they are your *best* customers.

TIME
The Weekly Newsmagazine



This is the 194th advertisement which TIME has run in dealer trade papers of several fields, interpreting magazine advertising in general, and TIME advertising in particular, in terms of the dealer's own customers.

TIME

The Weekly Newsmagazine

HERE'S HOW
TIMES HAVE CHANGED

IN PITTSBURGH

ACHIEVEMENT IS MEASURED IN TERMS OF PROGRESS MADE BETWEEN YESTERDAY AND TODAY

FROM TWENTY-NINTH TO...

7th

IN TOTAL DISPLAY ADVERTISING
IN THE
UNITED STATES

(*29th in 1928—7th in 1934)

**Convincing evidence
that in order to reach
the able-to-buy families
in the Pittsburgh Market,
advertisers must use the**

Pittsburgh Sun-Telegraph

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES

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advertisements," was the closing paragraph, "in which all Sears, Roebuck and Company ask for is to pull up a chair and talk things over with you folks. Occasionally we may mention your Sears catalog or your nearest Sears store and ask you, maybe, to buy a little more goods from us; but the main idea is just to . . . visit. Are you going to be home?"

The second advertisement in the series, appearing this month, is written around the benefits of farm living. "The world with a fence around it" is the heading. This advertiser knows his farm life. In

a few words in this advertisement he brings home to rural folks just how fortunate they are. He makes the farmers feel good, as Mr. Cunningham says.

This campaign is devoted almost entirely to institutional talks for the benefit of the thousands of catalog buyers. There is an occasional incidental mention of the "nearest Sears store" but primarily the message is for those who buy by mail.

The present series is scheduled to run the rest of the year. It may be extended but there are no definite plans as yet.



Utah Running Tax Campaign

The Utah State Tax Commission is conducting an advertising campaign, using every paper in the State in addition to radio, direct-mail, car card and outdoor advertising, to urge property owners to pay delinquent taxes. The L. S. Gillham Company, Inc., and Stevens and Wallis, Inc., Salt Lake City agencies, are co-operating in handling the campaign.



Philpott, Associate Publisher

Wilbur M. Philpott, vice-president of the Liberty Publishing Company, Ltd., Toronto, which publishes the Canadian edition of *Liberty*, has been advanced to associate publisher.



With Jeffrey White Studios

Glenn Post, who had an advertising business of his own in Kalamazoo, Mich., has joined the staff of the Jeffrey White Studios, Detroit, in the production of color photography.



Joins Sig Badt Agency

Miss Edith Jones, formerly with the advertising department of A. Harris & Co., Dallas department store, has joined the Sig Badt Advertising Agency, of that city.



Stack-Goble Appointment

Wendell Ralston, formerly of Brooke, Smith & French, Inc., has become production manager of the Detroit office of the Stack-Goble Advertising Agency.



Names Greenleaf

Tillman Survey, Boston, a financial service, has appointed The Greenleaf Company, of that city, to serve as its advertising agency.

New Accounts to Driver

Finnocchiaro Brothers, Inc., Omaha, Salute brand of wines, has appointed Driver & Company, of that city, to direct its advertising account. Newspapers, farm publications and direct mail will be used. Marvo Manufacturing Company, Omaha, manufacturer of Marvo Cleaner, has also appointed Driver & Company to handle its advertising. Magazines, direct mail, newspapers and radio will be used.



Hardin Starts Own Service

Hanford Hardin, for the last two years with the Associated Typographers, Inc., New York, has opened his own typography business under the name of Hanford Hardin, Inc., at 230 West 41st Street, that city.



Has Puritan League

The Puritan League, Boston, organized to arouse public sentiment to the evils of legalized gambling, has named Huber & Creeden, of that city, to direct its advertising.



Opens New York Office

Monroe F. Dreher, Inc., Newark, N. J., agency, has opened an office at 30 Rockefeller Plaza, New York, for contact purposes.



Publishers Re-elect Mahon

E. B. Mahon, publisher of the *Meritt*, B. C., *Herald*, has been re-elected president of the British Columbia and Yukon Press Association.



Helgesen with Wrigley

John K. Helgesen, formerly associate manager of *Collegiate Digest*, is now with the William Wrigley, Jr., Company, Chicago.

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How to Conserve Working Capital of Advertising

Here is some exceptionally plain talk from an advertising agent who would have advertising purged of its sins. His vigorous recommendation that advertising should have at least decent manners was made at Boston last week before the New England A. F. A. convention. Mr. Cunningham states an old problem—that of regaining the consumer's confidence—in a new and forceful way.

By John P. Cunningham

Partner, Newell-Emmett Company

I'VE been working on a little machine, during my spare time this summer. You know, doing a little inventing.

This machine is a simple little electrical thing. It goes along with every copy of every magazine or newspaper that's sold and all you have to do is to take your copy of the Boston Herald or The Saturday Evening Post and plug it into the nearest light socket. As soon as you turn a page, click! the advertisements start to talk.

Simple little thing, as you can see, a great boon to advertisers.

Well, I had the thing pretty nearly completely invented, just a small matter of ironing out a few technical details and costs, when I tried it out on a copy of a current women's magazine. All of a sudden the sound recorder started to shriek!

"How do you smell to others!"

"Do you itch between the toes!"

"Does your face wear dirty underwear?"

"Women! End accident panic!"

"Blackheads! Pimples! Open pores!"

I quit inventing. No use. The Watch & Ward Society wouldn't let you sell talking magazines.

I ask you a fair question. Is the advertising business drifting back to the days of the medicine wagon? Twenty years ago it had grown up and gotten away from all that. It had become "the advertising game."

That was even too undignified so it became the "advertising profession." Finally it went normal and became the advertising business. The advertising man of today, however, seems to be spending altogether too much time tending the morgue and thinking up new diseases.

Methinks I hear echoing from the half-forgotten past that old familiar accusation against advertising that sounds strangely like the call of the domestic duck.

The cry is getting louder.

The consumer is beginning to bristle a little. His hackles are rising. The famous Guinea Pig Book and Consumers' Research have given him ideas. He resentfully regards those traveling exhibits of packages of manufacturers who have "done him wrong." The crowds are beginning to murmur.

Professor Walter B. Pitkin of Columbia University reports, from a survey of 10,000 interviews, "that most consumers in this country think very much more highly of the goods which they get from you than of the way in which they are sold."

A short while ago Mrs. Anna Steese Richardson made a tour of the women's clubs of the country. She returned with a warning. She said that club women all over America were beginning to eye some advertising with something

A New Dimension in Advertising Agency Service

... created by new selling conditions, born in the midst of depression—nurtured to meet business' demand: C. A. N. is of interest to aggressive merchandisers.

RECENT years of tough selling conditions have made vital changes in advertising agency values. From the struggle has come a *new* dimension in agency service—which sales executives are finding profitable to investigate. It is the Continental Agency Network, the answer to business' demand for the *intensiveness* of the best agency *locally* and the *extensiveness* of competent service *nationally*.

Briefly, C. A. N. (Continental Agency Network) is a group of nationally-recognized advertising agencies, located in eleven of the country's key markets—each individually owned but each acting as the regional office for every other Network member. All are operated along parallel lines.

C. A. N. is not a "national" agency

with branch offices nor a loose association of individuals. It provides: (1) responsible, competent agency service at your elbow and (2) equally responsible, competent agency service in as many sectional markets as you wish to sell—and at moderate cost.

Thus C. A. N. gives you *head-office* attention in the major markets of the U. S. for "on-the-ground" advertising and merchandising service—and with complete control through the C. A. N. member in your home territory. Although commanding the services of these agencies, a client of one is not a client of all.

A talk with the C. A. N. advertising agency in your area on this new dimension of agency service will prove profitable. Agency Members are listed on the opposite page.



CONTINENTAL AGENCY NETWORK

A Nationally Inter-connected Group of Nationally
Recognized Advertising Agencies

more than resentment—ridicule.

"They are laughing at you," she said, "and when a woman laughs, watch out."

There is already a law in Canada against "untrue, deceptive or misleading advertising." Every person who publishes or causes to be published advertising which does not live up to the specifications of the law is liable upon conviction "to a fine not exceeding \$200 or six months' imprisonment or both."

It may be that this convention next year will find it more convenient to meet in Charlestown—in that greystone, barred building.

You can address me in New York at Welfare Island.

I believe that much of the legislation that is threatening the advertising business in this country is due to an emotional antagonism that has grown up in the minds of the legislators—an antagonism against advertising's bad manners.

Already in Illinois, advertising agencies are faced with the prospect of paying a 3 per cent tax on their gross income.

A straw in the wind, gentlemen.

Suspicion, distrust, antagonism, ridicule!

And the unfairness of it all is that this adverse attitude is created by such a small portion of all the advertising acreage.

I'm sure some are saying, at this point, "Well, yes, it's too bad, but that kind of advertising *does* work. It does sell goods!"

In answer to that I will ask "What is the working capital of the advertising business?"

It is faith, confidence, trust.

Is it good business to dissipate the entire working capital of an industry for the sake of a few current gains?

We will probably agree that 90 per cent of all advertising has good selling manners—is in good taste. Perhaps 10 per cent is in questionable taste. It is so small in totality and yet it casts such a long black shadow across *all* advertising.

Never mind the small mail-order vulgarians who work in the fringes of our business in publications of doubtful standing. They are the

We Live Here

... advertising agency
members of C.A.N. ... Con-
tinental Agency Network

CHICAGO

The Pensholt Company

LOS ANGELES

Dan B. Miner Company

MILWAUKEE

Scott-Telander, Inc.

NEW YORK CITY

LaPorte & Austin, Inc.

PHILADELPHIA

John Falkner Arndt & Co., Inc.
Headquarters Agency

PITTSBURGH

Walker & Dowding

PROVIDENCE

Larchar-Horton Company

ROCHESTER

Hughes, Wolff & Co., Inc.

SAN FRANCISCO

Brewer-Weeks Company

SEATTLE

Daken Advertising Co., Inc.

ST. LOUIS

Anfenger Advertising Agency, Inc.

(N. V. Price, special representative,
located in Washington, D. C.)



ambulance chasers in our business. The dump-pickers.

Let's look at some of the practices of the respectable, \$10-a-line, and lots-of-white-space advertisers. Let's look at ourselves.

If you will permit frankness I'd like to post a few warnings against specific kinds of advertising—advertising which, though it may be temporarily successful, does damage to the general advertising business.

First there is the insincere testimonial, the paid-for testimonial, the testimonial for which free goods are given.

Then there's the testimonial photograph that pretends to be real—but underneath it is a piece of six-point frankness that tells dear readers who look *sharp* that it is "posed by a professional model."

What a way to sell goods!

The "Before-and-After" Technique

Then there's another kind of trick. It's often used in that old familiar advertising technique the "before-and-after" pictures. The first picture shows the subject all fagged out. The second picture, "After-taking-our-product" shows that the product appears not only to have revived the model, but combed his hair and washed his face as well.

What a way to sell goods!

Then the Love Awakener appeal. This used to be the advertising property of lipsticks and perfumes. But now it is the promise of many an ordinary product from cigarettes to food stuffs.

What a way to sell goods!

There is a growing tendency to use in the advertising columns numerous photographs of models depicted on the receiving end of various and sundry odors. Aren't we overdoing this?

Then there are the exaggerated, unbelievable claims. Some become even ludicrous. The man didn't marry the girl because she slipped on the rug and disclosed her Housemaid Knees to his critical gaze. He married a girl from Philadelphia instead.

Brassiere advertising in the news-

papers. Some of it is too much inclined to advertise its effect on the sex that doesn't wear them.

Then the radio. Listen to the little kiddies' program. There has been much modification of these programs recently. But too many products are still being sold by the sending of high frequency shivers up the spines of children. Pistol shots, screams, suspense.

What a way to sell goods!

Sit in a copy conference in New York. Somebody says "Let's think up some new diseases." Recently PRINTERS' INK recorded twenty-six new diseases that had been discovered by copy writers during five months last year—ailments of which the medical profession was ignorant.

In the quackery days we advertised patent medicines that would cure every single known disease.

Now we advertise things that cure diseases that do not even exist!

What a way to sell goods!

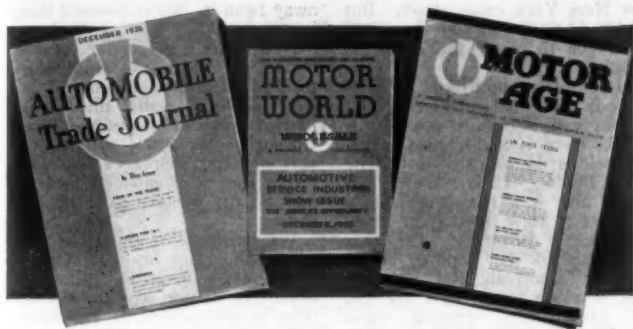
Another thing, and now I'm going to take a crack at the selling methods of newspaper publishers. In standard advertising practice, it is not considered cricket to mention a competitor's name. In fact most reputable newspapers will not permit an advertiser to do it. But when it comes to their own advertising, do they practice what they preach? They Do Not! Publishers are the only business men in the country as far as I know who promote their own magazines and newspapers by advertising the disabilities of their competitors. They run advertisements and name names, emphasize the lineage losses of others, or show comparative tabulations of certain kinds of lineage to make their paper look better than the others in town.

It's as if Maxwell House Coffee tried to sell itself by advertising the fact that So and So's coffee only sold so many pounds last month.

What a way to sell goods!

In concluding, I'd like to show you a picture. I took this picture myself a few months ago about half a block from my office.

It shows what at first glance seems to be a section of an aver-



85% of the Buying Power IN THE SELLING DIVISION OF THE AUTOMOTIVE INDUSTRY

● Beginning with the December issues of the publications shown above, it will be possible for any advertiser or advertising agency to cover the wholesale and retail branches of the automotive industry with a precision and economy heretofore impossible of attainment.

Through careful selection of readers both through subscription effort and by editorial contents, these three publications show a demonstrated sales volume on the part of their readers equivalent to 85% of the total for the industry.

The economy of being able either to cover the entire selling division of the industry with these three intensively read publications or to cover any one of its three branches (car dealer, maintenance, or wholesale) separately and completely, has proven a revelation to advertising men and sales managers everywhere.

Write today for complete details on the publications and the amazing facts brought out by the Chilton investigation.

AUTOMOBILE TRADE JOURNAL

A specialized modern business paper edited exclusively for automobile dealers.

MOTOR AGE

A practical business paper for the automotive maintenance field.

MOTOR WORLD WHOLESALE

A new type business paper for the automotive jobber and his salesmen.

**CHILTON COMPANY, PHILADELPHIA, PA.
CHESTNUT AND 56th STREETS**

New York · Detroit · Cleveland · Chicago · Boston · San Francisco

age New York cross street. But within forty feet of the camera, I want you to notice the following details:

Here staring up from the sidewalk is a handbill announcing that brakes will be relined nearby for \$3.95. Here is a discarded match box telling me to insist on Gillette Blue Blades. Tucked under this man's arm is a newspaper which presents to view the current Macy offerings in furniture. This is a torn half of the familiar brown Hershey Chocolate Bar wrapper. The windows on the left are full of advertising. Hanging signs reach out to intercept the vision. A Railway Express Truck goes by with a passing reminder to chew Wrigley's.

Even the cars parked alongside the curb flaunt their familiar advertising trade-marks.

Advertising. It's all advertising. It's omnipresent. People *can't* get

away from it. We've hemmed them in.

Now, there is a familiar form of nightmare, where the walls seem to close in on the dreamer . . . live, swelling walls filled with twisted, tortured shapes and faces. Claustrophobia they call it. A person seems helpless. Can't get away from it. Completely hemmed in. Finally people wake up and scream.

We have walled people in with advertising. They meet it at practically every point in their daily lives. No matter which way they turn, in automobiles, in armchairs, or on foot, they are confronted with advertising—cajoled, persuaded urged and even bullied into buying somebody's goods.

This is our doing, our business and our responsibility.

We have invited ourselves into everybody's home. Let us watch our advertising manners.



Now Fulton, Horne, Morrissey

The name of Horne, Morrissey & Company, Chicago, advertising agency, has been changed to the Fulton, Horne, Morrissey Company. This brings into the firm designation the name of James D. Fulton, vice-president of the agency.



Death of Edwin G. Pipp

Edwin G. Pipp, sixty-seven, who was editor-in-chief of the *Detroit News* from 1909 to 1919 and later organized the Dearborn, Mich., *Independent* for Henry Ford, died recently. He also published *Pipp's Weekly*.



Chevrolet Appointment

E. W. Timper, formerly sales promotion manager, has been appointed manager of the new national used car department created by the Chevrolet Motor Car Company.



Tranquillini Adds to Staff

The following have been added to the New York staff of Tranquillini, Advertising Art: Earl Blossom, Fred Myers, Neil O'Keefe, William Reinicke, Imre Somyas and Tommy Thompson.



Appoints Federated Sales

The Albis Company, Portland, Me., maker of an almond cream for the skin, has appointed The Federated Sales Service, Boston, as marketing counsel.

Shea to "Country Life"

Walter F. Shea, for many years associated with *Review of Reviews* and the Quality Group, New York, has joined the advertising staff of *Country Life*, of that city.



Markel with Manhattan Match

Jesse M. Markel has joined the Manhattan Match Company, Elizabeth, N. J., advertising book matches, as Eastern sales manager. He formerly was vice-president of the Lion Match Company.



Northern Pacific Promotes Perrin

L. L. Perrin, who has been advertising assistant of the Northern Pacific Railway Company, St. Paul, Min., since 1926, has been made advertising manager of the road.



Names Joseph H. Beck

Joseph H. Beck has been appointed production manager of Midwest Recordings, Inc. He has been engaged in newspaper work, advertising, dramatics and radio.



Joins Minneapolis "Star"

Joseph G. Lipshie has been appointed local advertising manager of the Minneapolis *Star*. He has been with the Des Moines, Iowa, *Register* and *Tri-bune* as assistant local display manager.

Centralized Copy Control vs. Group System

In the October 17 issue of *PRINTERS' INK*, Bernard A. Grimes reported some significant and confidential data supplied by fourteen leading agencies on the costs and conduct of their copy departments. Included in the questionnaire was this query: "Do you have a copy chief or is the loose group system used wherein the groups contact directly with the contact men and submit copy without benefit of copy chief control or direction?" A large majority of the agencies answering stated that they operate under the copy chief system. The following article analyzes the advantages of this centralized copy control as opposed to the group system.

By B. W. Bartlett

DESPITE the fact that some major agencies still maintain the group system of copy production, the trend is definitely to centralized control under a copy chief.

Yet this by no means proves that the copy group system cannot be made effective. Rather, it confirms the fact that without control equivalent to that of a competent copy chief, the group system makes it more difficult to maintain a copy platform based on proved fundamentals.

Wherever we find a sales-effective copy policy to be a major factor in agency growth, the copy department is always well integrated, controlled and protected against influences which tend to lower copy standards.

True, advertising is not an exact science. But practical experience in copy is a valuable guide. It teaches us to avoid many copy pitfalls certain to bring failure. There are those (human nature being as it is) who have absorbed this accumulated experience to a greater extent than others and have learned to apply it more shrewdly.

These students of practical advertising are natural heads for agency creative work. They are obviously equipped for the vital "policing" job needed to keep agency copy on a firm base of advertising fundamentals.

That is perhaps the greatest value of the copy chief—keeping agency copy on the main highway to sales. Not that independent copy groups on the whole cannot be trusted—but that one strong copy executive reduces the average chance of error involved with a number of less brilliant group heads.

With a competent helmsman in the copy department there is less tendency to compromise on copy matters. There is less danger of embarking upon an unwise course which may at the time seem expedient to those working perhaps too intimately with the client. Frankly, the copy chief is in a better position than the group head to resist the domination of a contact man under considerable pressure from the client.

Proponents of the group system maintain that it allows greater flexibility in meeting the copy necessities of an account. Too often, however, this very flexibility is merely an easy road to expedients more geared to the client's wishes than to sound fundamentals. It takes a very watchful eye of a copy-wise agency principal to guard against this inherent defect of the copy group system.

Another theory behind this declining practice in advertising is that it provides a more intimate

FARMERS ARRE



YOU CAN'T SELL THE FARM BY W

FARM JOURNAL
THE FARMER-STOCKMAN
PRAIRIE FARMER
MICHIGAN FARMER

SUCCESSFUL FARMING
SOUTHERN AGRICULTURIST
WALLACES' FARMER &
IOWA HOMESTEAD

HOARD'S DAIRYMAN
THE FARMER
WISCONSIN AGRICULTURIST
FARMER

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AND RANCH
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Advertis
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BUYING...

but — **WE'RE NOT
GETTING THE BUSINESS!**

PRESIDENT:

"Farmers have money this year; why aren't we getting more business in farm areas?"

SALES MANAGER:

"Well, that's easy to answer—we are not advertising in farm papers to reach farm homes."

★ ★ ★

RETAIL SALES in farm areas are 20% over last year. Department store sales in leading cities are up only 5%.

Advertisers using farm papers are aping this harvest. They are getting dealer cooperation—window displays dealer local advertising.

Dealers selling to farmers know that brands advertised in farm papers have preference in their stores.

The farm paper is the business paper and home magazine of the farm. It is read as an essential to earning and living.

Let these farm papers take your advertising into farm homes—then farm families will take your goods home from town.

Personal interviews at 3900 farm homes found twelve different general magazines being received in only 7.4% of the homes. It took seven different women's magazines to reach 21% of the farm women interviewed while 89.3% of these homes were receiving one or more farm papers.

BY WITHOUT FARM PAPERS

MAN

S FARMER

PROGRESSIVE FARMER &
SOUTHERN RURALIST

KANSAS FARMER (Mail & Breed)

ND RANCH

INDIANA FARMER'S GUIDE

CALIFORNIA CULTIVATOR

CULTURE

HO FARMER

PACIFIC NORTHWEST FARM TRIO

MONTANA FARMER

LVANIA FARMER

MISSOURI RURALIST

UTAH FARMER



..... AND YOUR ADVERTISING DOLLAR GOES 3 TIMES AS FAR IN NEW ENGLAND

January to October first—only nine months! Yet in that short space of time WTIC has made a 300% gain in listener response, as proved by actual count of the flood of letters received from all parts of New England. Think what this means in terms of your advertising appropriation. A program over WTIC now gives you three times the selling power per dollar—for there has been no corresponding increase in WTIC rates.

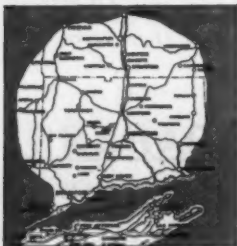
An increase might have been ex-

pected as WTIC was on half time operation for the first four months of 1934 but 300% is almost unbelievable.

Here's a quick census on WTIC. The primary coverage area has a population of 1,500,000.

The secondary coverage area an additional 680,000.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skilful staging of any type of program. Full particulars on request.



THE WTIC COMMUNITIES—
A PROSPEROUS POPULATION
IN A COMPACT MARKET

WTIC

50,000 WATTS

HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corp.

*Member New England and
NBC-WEAF Networks*

PAUL W. MORENCY, General Manager
JAMES F. CLANCY, Business Manager

New York Office, 220 East 42nd Street, J. J. Weed, Mgr.
Chicago Office, 203 N. Wabash Avenue, C. C. Weed, Mgr.

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relationship between the copy group and the client. Here, the pitfall is that too much of the client's viewpoint usually destroys the vital thing that may be called agency perspective. This is the precious ability to weigh all factors in a sales problem from the dispassionate viewpoint of an intelligent bystander.

This valuable client asset is preserved under the vertical control of copy. Writers have all the contact they need to do a good job. They have every opportunity to absorb detail relevant to the individual assignment. In this respect the well integrated copy department is no different from the loose group system.

But centralized copy control serves the client better when it comes time to translate facts and figures into sound copy appeal. The copy director, as editor-in-chief, enjoys a certain detachment from the routine struggle with copy elements. This protects his perspective, his sense of values. It maintains his sensitivity to over-emphasis of minor points and under-emphasis of important ones.

Now let us look at one of advertising's worst habits—the annual rush to change campaigns merely to keep pace with the calendar. Frequently, effective campaigns are discarded in favor of less productive programs. And usually for no other purpose than to satisfy the client's restlessness.

Under strong copy direction there is less likelihood of ditching a successful appeal until a demonstrably better approach is found. In fact, one outstandingly successful agency, which maintains strict copy department control, has run one paying appeal, one tremendously effective format, on a major account for more than nine years. Another agency maintained a highly successful radio feature for over five years and then shifted the characters to space advertising. However, while the agencies recognized the worth of these campaigns at the start, the clients did not feel their sales effectiveness until later.

Under vertical copy control the copy department as a whole becomes a rich source of new ideas

when accounts are being solicited. This is a big advantage. For under the copy group system the submitting of new ideas for prospective accounts is usually localized to the group serving the contact or new-business man on the lead.

A look back over the last decade indicates that the further an agency becomes removed from the principles of its early success, the greater the tendency of the copy department to disintegrate.

Groups spring up that prefer to work directly with the contact men on individual accounts. Extraneous activities begin to occupy time better devoted to the working out of sound copy ideas. Personal opinions begin to outweigh the evidence of experience.

When vertical copy control diminishes, copy principles proved sound are apt to become secondary to the exigencies of the client situation. The frailties of individual copy men become more apparent and it is harder to keep clients from getting into blind alleys.

Not Offered as the Ultimate Ideal

While centralized control corrects this situation, yet, there is no desire here to set it up as an advertising Utopia. Even the copy chief cannot avoid possible influences within the agency which may tend to interfere with his objectives. For example, the necessity for meeting contact men half-way when deadlocks develop. Then there is the relative difficulty of persuading some clients to a logical course even with the co-operation of the contact men.

The biggest test of the copy chief's skill is in deciding when and how much to compromise. Obviously an experienced copy director is better qualified to make such compromises than individual groups more or less dominated by the client.

All in all, it must be admitted that although adequate copy direction commands a price, it is well worth the investment. And today's enlightened agency, having made this investment, extends every possible co-operation to assure the highest dividends.

Setting Dorothy Right

Sometimes a Business Woman Is More Valuable as a First Lieutenant, This Letter Says

A. D. WALTER, INC.
Advertising
PITTSBURGH, PA.

MY DEAR MISS DOROTHY:

There is a plaintive, appealing note in your letter "Advertising Agency Girls" in *PRINTERS' INK* of October 10. It would take someone of sterner stuff than I to successfully resist the impulse to write you. So . . .

My first quick thought is to tell you that there are three angles to your problem—(1) You have not picked the right business, or (2) you have not picked the right branch of the right business, or (3) you have not picked the right employer in the right branch of the right business.

That is rather putting the problem back onto you, I know, whereas you feel that it is that age-old superior-complex-of-the-male-of-the-species that is to blame.

And possibly I am not quite fair. So let us go a little deeper.

You know, Miss Dorothy, that "getting ahead" is a pretty indefinite term. Just what do you mean by "getting ahead?" Do you want to be a copy writer, or an account executive, or do you want to run your own agency (pay the bills and face all the financial responsibility that goes with *that* job) or do you simply want to make a name for yourself in a profession that you undoubtedly love?

Perhaps you have very definite ideas on this, but your letter does not express them.

There are three counts on which you may possibly have erred—(1) You have not definitely established just what you want—other than "getting ahead"; (2) if you have this established, you have not impressed this forcibly enough on the minds of your superiors, and/or (3) you have had one ambition in

mind, but have worked too well at establishing yourself in another job.

That "other job" is the bane (or blessing) of our existence, Miss Dorothy, not man's lack of faith in our abilities because we are women. We start as stenographers, we become private secretaries—and do a good job of it—then we take on the job of handling production—more often than not pyramiding the jobs instead of stepping from one to another—until the "boss" gets the idea that we are awfully darn good at handling all this work. He realizes he has something a whole lot more valuable to him than would be another copy writer or an account executive.

So Much "Gravy" for the Boss

And if that same efficient stenographer-secretary-production woman steps out once in a while and writes some good copy, or successfully contacts a client—why, that's just so much more gravy for the "boss." He is quite appreciative though, and knows he has a gem. Everything is fine and dandy so long as that little demi-goddess doesn't get personally ambitious and want to make a name for herself instead of as somebody's First Lieutenant. Then the boss, nine times out of ten, fights to keep his gem in his own setting.

I repeat, it isn't discrimination against our sex, Miss Dorothy—it is the law of self-preservation. And, to be wholly honest and fair, it is part kindness to us because a lot of us, in spite of ambitions and intelligence, would not make more than average copy writers and contact women.

Copy writers and account executives are not one-half as scarce nor as valuable to agency executives as good First Lieutenants, and if you

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can't rise above that Lieutenantcy, don't blame man's lack of faith in you half so much as the system woman herself has used in getting into man's world of business, and the good job she has done in establishing her First Lieutenantcy.

I am not trying to minimize the attitude of many men toward women in business, but merely to supply another angle that perhaps you have not considered.

If you can appreciate that you are far more valuable to your employer in your present job of First Lieutenant, than you could probably ever be to him as a copy writer or account executive, you will begin to feel more proud of your capacity and importance in this business than you could ever be of yourself as a copy writer.

I may be missing the point en-

tirely, but your position, as you outline in your letter, so parallels my own, and your ambitions are so much my own at times, that I think this angle I have outlined will be worth your consideration. I, too, have been in advertising agency work for twelve years, have been happily married for quite some time. I have been fortunate in having a boss who is quite appreciative, and who has pushed me forward in this business, but I still know that I am more valuable as a First Lieutenant than as a copy writer or account executive—and I'm proud of it.

Come to Pittsburgh sometime, and whether or not you agree with me, we can have an interesting note-comparing session.

BETTY DARLING GWYER.



Schenley Promotions

Walter R. Greenlee, formerly sales and advertising director of Schenley Products Company, New York, has been made general sales and advertising manager, in a new classification of executives for that firm.

Emerson Brewer, formerly assistant to Mr. Greenlee, has been promoted to advertising manager. Julius Sack has been made sales promotion manager. Alexander Propper, formerly in charge of State store sales, has been promoted to merchandise manager. Carl Prusin, formerly of the production department, has been made assistant to the general sales and advertising manager.

W. S. Chesley, assistant general sales manager, will supervise the division of office sales activities.

For the Schenley Import Corporation, Sam Gates has been named sales manager. Robert Marks will serve as advertising manager. All of the above report to Mr. Greenlee.

• • •

Moves Advertising Department

The Nashua Manufacturing Company, Nashua, N. H., blankets and textiles, has moved its advertising office from Boston to New York as of November 15. Irving Brown, advertising manager, will make his headquarters in the new office at 40 Worth Street.

• • •

New Account to Gray

Polygraphic Company of America, Inc., New York, has appointed Jerome B. Gray & Company to direct its advertising. The account will be served by the agency's New York office.

Win "Printed Picture" Contest

Jack Green, advertising art instructor and industrial designer, and Thurman Rotan, photographer of the Frick Art Reference Library, are the joint winners of the \$1,000 prize in a contest sponsored by the Walker Engraving Corporation, New York.

Contestants were required to submit original and complete advertisements expressing the significance of the printed picture.

Eleven other entrants whose advertisements were considered among the best were: Frederick E. Jacobson, *Collier's*; Harford Powel and Harold Alfred Bowman, of Kimball, Hubbard & Powel, Inc.; Egbert G. Jacobson, Container Corporation of America; Elizabeth Stroud, Hercules Powder Company; Allan Finn, associate editor of *The Literary Digest*; Stanley Nowall, Electrographic Corporation; Fortunato Amato and Ervine Metz, free-lance artist, and Nelson Gruppo, with Kenneth W. Slifer collaborating.

• • •

Death of John Lovell Johnson

John Lovell Johnson, fifty-nine, president of the Iver Johnson's Arms and Cycle Works, Fitchburg, Mass., died last week at Scituate, Mass. He had been head of the company since 1923.

• • •

Joins "True Story"

A. P. Afanassieff, formerly with the *American Home*, has joined the Eastern advertising staff of *True Story Magazine*. He was at one time with Manning, Maxwell & Moore.

P. I. Advertising Index

1935 October Magazine Linage Continues Decline from the 1934 Level

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE magazine index for October, 1935, advanced slightly from September. The index for October stands at 75.1 as compared with 74.4 for September, a pick-up of 0.9 per cent.

In accordance with the normal seasonal variation in magazine advertising, actual lineage for October showed an increase over September; and hence the gain in the

seasonally adjusted index means that the pick-up in magazine lineage for October slightly exceeded the normal seasonal increase.

On the other hand, the magazine index for October had a drop-off of 3.8 per cent from October, 1934.

This is a larger decline than the 1.1 per cent decrease which occurred in the month of September.

MONTHLY INDEX OF MAGAZINE ADVERTISING

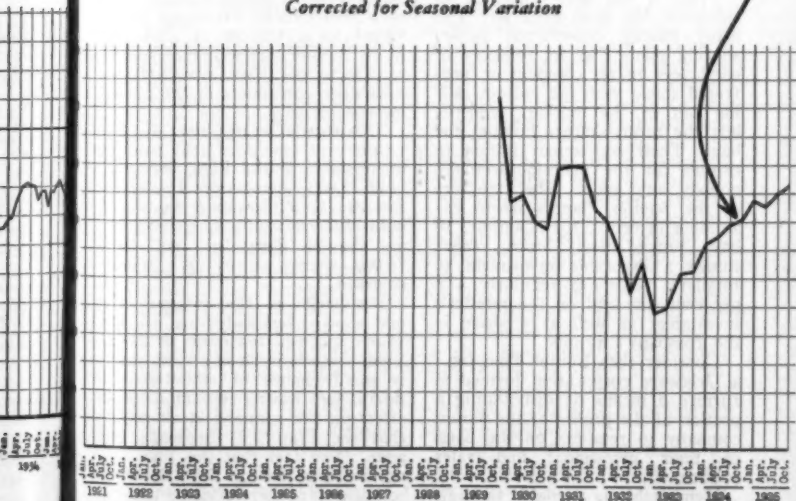
100 = MONTHLY AVERAGE 1926-1932 INCLUSIVE
Corrected For Seasonal Variation



"Business Week is definitely forging ahead.... So far, this year its 162 advertisers have given it 696 pages of advertising; by the end of the year it will have passed the 725 page mark. Measured by any standard in pages or percentage Business Week is recording larger gains than any other magazine addressed exclusively or in part to executives"

SEE BUSINESS WEEK
"STOCKHOLDERS REPORT"
COPY ON REQUEST

BUSINESS WEEK ADVERTISING VOLUME
1929-1935
Corrected for Seasonal Variation



Squibb Plan

Profit-Sharing Agreement with Dealers Has Stood Up under
Test of Depression

By Richard Giles

UNDER the successive assaults of depression, many a profit-sharing plan for retailers crumbled and was forgotten, but the Squibb Plan, unique among such arrangements, has stood up under fire for six years and gained strength with each succeeding year.

The Plan is familiar to many as a corporation formed to supply life-blood to a profit-sharing agreement between E. R. Squibb & Sons, Inc., and a large body of retailers. It was established in 1929.

At the time it was looked upon by most interested spectators as largely a question of providing a secure investment for the retailers who could afford to get in. The somewhat formal and formidable structure of it hid for the moment its merchandising features.

True, it has been elaborate in structure, but necessarily so. Too many hastily constructed profit-sharing plans that let retailers or employees in on common or preferred stock, with the bottom falling out of the market, suddenly left the profit-sharers holding the bag. Their consequent failure in esteem for the manufacturer did nobody any good. The structure of the Squibb Plan is worth examining in detail, for it appears to have proved itself among other things a favorable investment to retailers, returning regularly a 6 per cent dividend on the retailer's investment as well as a share in the company's profits.

Consider, then, Squibb Plan, Inc.: a Delaware corporation formed to furnish a means of distributing a portion of the profits of the parent company to retailers on the basis of their investment and sales volume.

Membership is available to eligi-

ble retail druggists for the purchase of ten shares per drug store in Squibb Plan, Inc. These shares have no par value, but by agreement they may not be sold at less than \$50. They are sold to retailers at that price. The retailer may purchase his stock outright, or he may pay only a part of the face value, with a convenient arrangement for paying off the remainder. These shares are known as Distributors Preferred Shares.

How Shares Are Allocated

For each share subscribed and paid for by the retailer, a Manufacturers Share is issued to E. R. Squibb & Sons. These are control shares only, while the Distributors Preferred Shares pay 6 per cent as a preferred dividend. Again, for each Distributors Preferred Share issued to a retailer, a share of E. R. Squibb common stock is sold at \$50 to the Plan, dividends on which are one source of the Plan's income.

This means, briefly, that if 7,500 retailers at one time hold paid-up membership in the Plan, they will hold 75,000 Distributors Preferred Shares; E. R. Squibb & Sons will hold 75,000 Manufacturers Shares; and Squibb Plan, Inc., will hold 75,000 shares of E. R. Squibb common.

Dividends on the common are one source, but only one, of the Plan's income. Inasmuch as E. R. Squibb stock is closely held, there is small chance of stock market fluctuations having such an adverse effect on the common stock prices that the Plan will be made the goat. The fact that the Plan has not suffered during the 1929-1935 holocaust is perhaps evidence enough

of the fundamental solidity of it and its earnings.

The sources of the Plan's income, aside from common dividends, are three: 10 per cent of the purchases of Squibb products by Plan members is diverted by the company into the Plan; 10 per cent of the aggregate increase in purchases by Plan members over the preceding year is likewise turned into the Plan; and 5 per cent of each member's purchases over a quota of \$300 (per store, if he controls more than one), is similarly transferred.

The Plan's earnings are dispensed in three categories. The 5 per cent of each member's purchases over the \$300 quota, is returned directly to him. After administrative expenses have been paid (taxes, postage and the like), dividends are declared on the Distributors Preferred Shares. This is 6 per cent on the retailers' holdings—\$30 per store where the stock has been bought outright, or 6 per cent on the amount paid up.

Following the declaration of dividends, the remainder of the earnings is divided in half, one-half reverting to the company, the other half distributed among the retail members of the Plan according to their sales of Squibb products during the year.

This means, to recapitulate, that a retailer purchasing, say, \$600 worth of Squibb products during the year and owning outright the required ten Distributors Preferred Shares, will receive

- a. 5 per cent of his purchases over \$300\$15
- b. 6 per cent on his investment 30
- c. a sum pro-rated on his sales for the year from one-half the earnings of Squibb Plan after a. and b. have been distributed.. X

No retailer is permitted to buy more than ten shares in the Plan, although he has been able to pay, though not subscribe, for less. It is not, in other words, an attempt to go into the banking business by expansion into a field for large investment. Nevertheless, in a small

way it has acted as a banking convenience for its members, who have been able to borrow from the company at any time up to 80 per cent on the face value of their paid-up holdings.

E. R. Squibb & Sons are responsible for the recruiting of members. One stipulation, to safeguard the quality of membership, holds—"The Subscriber agrees to purchase directly from Squibb on or before the end of the present calendar year goods as listed in the current Squibb price list which, together with aggregate purchases previously made by the Subscriber directly from Squibb during such calendar year, will amount to not less than \$300 (as determined by such list) for each retail store owned or operated by the Subscriber. . . ." At the time the Plan was first opened, the entire retail trade was informed and solicited; now, with membership nearly as complete as the company would like to see it, recruiting is carried on mainly by the company salesmen.

No Supervision Over Retailer's Business

So far as the conducting of the retailer's business is concerned, the Plan exercises no supervision except, that in the terms of his agreement upon subscription, "the Subscriber agrees to carry a suitable line of Squibb products; favor the sale of such products (without, however, interfering with the sale of any merchandise the trade-mark of which the Subscriber owns or for which he has exclusive agency in his vicinity); give Squibb products prominent window display from time to time and prominent counter and showcase display at all times; and supply Squibb products to customers on request. Nothing . . . shall . . . compel or induce the violation by any Subscriber of any agreement which he may have made or may make with others, or interfere with the free conduct or management of the Subscriber's business according to his own judgment."

What the Plan has meant to Squibb may be briefly summarized. The company has over 5,000 out-

lets with indirect financial interest in its products over and above the ordinary druggist's interest. These retailers are bound by agreement not to practice substitution, and they are receiving constantly special promotional material from Squibb to increase further their

sales of the line. From the opening of the Plan, membership has at no time declined; even through the worst of the depression years membership actually mounted. The company is, as a result, now in a position to pick Squibb Plan members by hand.



Outdoor Program Ready

The program of the forty-fifth annual meeting of the Outdoor Advertising Association of America, Inc., to be held at the Roosevelt Hotel, New Orleans, November 19 and 20 has been completed. Speakers will include Turner Jones, vice-president, Coca-Cola Co., Wilmington, Del.; Robert H. Crooker, vice-president, Campbell-Ewald Co., Detroit; Joe M. Dawson, vice-president, Tracy-Locke-Dawson, Inc., Dallas, Tex., and Clifford L. Fitzgerald, president, Fitzgerald Advertising Agency, New Orleans.

The national sales session will be presided over by K. H. Fulton, president of Outdoor Advertising Incorporated, New York. Another session will be devoted to local sales.

Service guarantees to advertisers, extension of the traffic audit procedure and a projection of the 1936 aims and objectives of the association will also be subjects for deliberation at the two-day convention.

. . .

Olde Egremont Appoints

Olde Egremont Association, Olde Egremont, Mass., has appointed Craven & Hedrick, New York advertising agency, to direct the advertising and promotion of its various resort properties, including Egremont Inn, Olde Egremont Tavern and Jug End Barn. A winter sports club has been organized. Magazines and direct mail will be used.

. . .

Changes Name

The name of the Thwing Instrument Company, Philadelphia, pyrometer apparatus and paper testing instruments, has been changed to the Thwing-Albert Instrument Company. The change brings into the firm name E. J. Albert, secretary and manager of the firm.

. . .

Has Electrical Equipment Account

The Bull Dog Electric Products Company, Detroit, has appointed the Simons-Michelson Company, of that city, to handle its advertising.

. . .

New Account to Bowman

American Perfumers Laboratories, Inc., New York, has appointed Luckey Bowman, Inc., of that city, as its advertising agency.

Death of P. C. Gunion

Philip Cyrus Gunion, assistant to the president of General Motors Export Corporation, and a former president of the National Industrial Advertisers Association, fell from a window in his apartment in New York last week while attempting to repair his radio set and was instantly killed. He was forty-four years of age.

Mr. Gunion joined General Motors Export Corporation first in 1926. He served for several years as advertising manager and as market and research manager for the Hyatt Roller Bearing Company. He returned to General Motors a little over a year ago after having served with the L. T. E. Circuit Breaker Company, Philadelphia, and later with the Penn Atlantic Corporation, that city.

Mr. Gunion was active years ago in organized advertising, having served as a vice-president of the Technical Publicity Association of New York.

. . .

New Set-Up for Devine Agency

Devine Advertising Agency, Inc., has taken over the business formerly conducted under the name of the James A. Devine Advertising Agency, New York. Patrick F. Devine, long associated with the agency, is president of the new corporation. John J. O'Hearne is vice-president and treasurer; Joseph E. Watson, formerly city editor of the New York American, is a vice-president and Anna Devine is the secretary.

. . .

Joins Wathen Distillery

R. A. Dempsey, formerly with the C. N. Mullican Advertising Agency, Louisville, Ky., has joined the John A. Wathen Distillery Company, of that city, as advertising and sales promotion manager.

. . .

With Walker & Company

Walker & Company, Detroit, outdoor advertising, has added J. Philip McDonnell to the sales staff of its Claude Neon and Electric Sign division.

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Adds Julius Grossman Account

The advertising account of Julius Grossman Shoes, New York, is now being handled by the Sterling Advertising Agency, New York.



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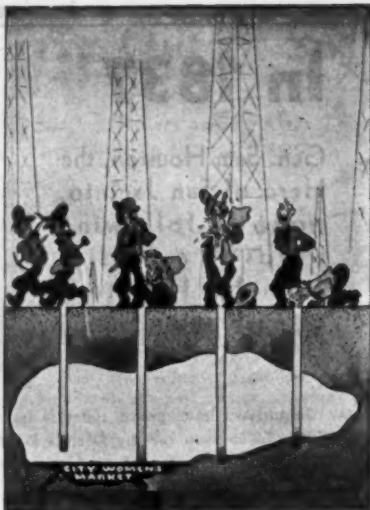
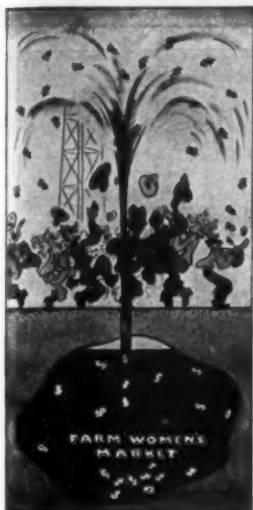
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You'll Strike Oil too! In this TREMENDOUS "POOL" OF SALES!

Magazine circulation is exactly like an oil field in this way—the more wells there are tapping it, the less there is for each well. None of them can yield as much as a single well on the same property.

In the women's field there are two pools of sales—the city and the country. A dozen women's magazines fight for coverage in the city women's market. They duplicate each other, in circulation and in editorial interest. And, like the overcrowded oil field, the return is less valuable per "well" of sales.

But there's only one well down to the rich rural women's market—THE FARMER'S WIFE Magazine. Yes—only one magazine that is actually written so that it interests farm women, from cover to cover. Home-making articles for farm houses—not city flats; kitchen articles for the woman who cooks without gas and all the other city conveniences; child-care articles written for the woman with the big family, who lives far from a doctor; poultry and garden

departments such as "general" magazines don't even have.

And most of all, THE FARMER'S WIFE Magazine is directed right at the women who have the biggest increases in spendable incomes in America. It's concentrated in the 1289 rich farm counties which are profiting most from the rise in farm prices. The lean years are about over in THE FARMER'S WIFE's home—and the lady of the house is buying things she has had to forego for years—cosmetics for herself; packaged food for her family; new stoves, refrigerators, rugs—everything you can think of.

Bring your barrel over to the one gusher in this richest pool. Call THE FARMER'S WIFE representative and find out how little it costs.



The FARMER'S WIFE Magazine

The Women's Magazine with Fastest-Growing Reader Income

NEW YORK
405 Lexington Avenue

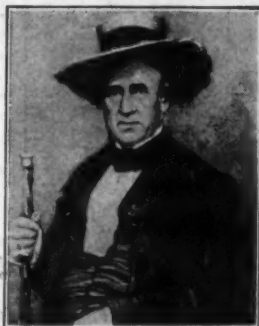
CHICAGO
367 N. Michigan Avenue

ST. PAUL
55 E. Tenth St.

SAN FRANCISCO
155 Montgomery

★ In 1837

Gen. Sam Houston, the Hero of San Jacinto, wrote the following words to a cousin, John H. Houston, of Washington.



"Should we have peace, there is no region on this globe where I would so soon see my friends locate as in Texas. It is extensive and it is adapted to every pursuit or employment. The soil, the climate, the atmosphere, the weather and every variety of production will insure to those who transfer a modest fortune to this country, boundless wealth and every comfort which a rational existence can anticipate or require."

★ In 1935

Today we say that, while progress has been rapid, accomplishments startling and growth unprecedented, there remains here in Texas a great frontier for aggressive, far-seeing, adventurous business men.

• • • • •

The News, Texas' Oldest Business Institution—with fifty years of service in Dallas and ninety-three in Texas—invites American industry to consider Texas as the threshold of a new business era.

The Dallas Morning News The Dallas Journal

"Texas' Major Market Newspapers"

Nat'l Adv. Representatives: John B. Woodward, Inc., New York, Chicago, Detroit, Boston, Kansas City, San Francisco, Los Angeles.

Associated Enterprises: The Semi-Weekly Farm News, The Texas Almanac, Radio Station WFAA (50,000 Watts).

The Texas Centennial Exposition • Dallas • 1936

Letter Sells Five Out of Six

How a Dress Manufacturer Persuades Dealers to Buy After They Had Said They Wouldn't

"WHEN you can get five out of six important retail stores to say 'Yes' after they had already said 'No'—and do it with nothing more than a letter—we think that's news," writes H. L. Sanger, of Maiman-Sanger, Inc., makers of Towndale Frocks.

He continues:

"A year ago we changed the form of our business. We trademarked our dress line with the name 'Towndale' and decided to increase our sales by limiting our dealers. Instead of having a half dozen stores in a city carry our dresses along with all others—with no identifying mark—we decided to give them to one store exclusively in each city—advertise them ourselves—get the stores to really show and merchandise them—and do more business—with fewer accounts.

"We will not go into all the details—except to say that we accomplished exactly that—and did it entirely with letters and in our own showrooms (with the exception of one representative covering a particular territory).

"The dress business is largely seasonal. November, for example, is a between-season month when retailers concentrate on coats and dress selling is slow.

"To keep up dress sales for November we planned a special group and advertised it in a woman's magazine. We wrote to several hundred of our accounts in localities where this group should be particularly salable and told them we were entering their order for a given number of these dress specials and to advise us if they did not wish them shipped for any reason.

"Out of the hundreds we wrote to, six told us not to send them and to those six we sent a letter.

"We were a little fearful of the

letter because it was so long. Five out of the six stores who said 'no' changed their minds after reading the letter—and the sixth promised to come in and discuss the matter."

Following is the letter:

GENTLEMEN:

Of all the hundreds of accounts who are exclusive Towndale Frock distributors—six wrote us not to send them the dresses that were planned for the November *Harper's Bazaar* ad—and your store was one of them.

Now, frankly, it isn't terribly important whether we have another order for a dozen dresses or not—but it is very important indeed from another point of view—which is the reason for our writing you.

As you know, we deliberately limit the sale of Towndale dresses in each city by confining them to one store instead of selling them to everybody.

We advertise them in *Vogue* and *Harper's Bazaar* to make them easier to sell—to give fashion prestige to a popular-priced dress line. We spend money to give our retailers window-display blowups, ad cuts, booklets, etc.

We do all these things because we want to make the Towndale Franchise valuable—because we want the consumer who sees Towndale advertising to go to a particular store in each city to buy them. We consider the Towndale Franchise a partnership with the store that sells them.

But a partnership can't operate as a one-way proposition—any more than a marriage. Unless the retailer co-operates with us—unless a woman CAN go to the store in her city and buy the newest Towndale dresses she sees advertised—the whole partnership is of no value to either of us.

Now, when we plan a special group of Towndale dresses and think enough of them to advertise them in *Harper's Bazaar*, we think we are

not taking advantage of you when we send you a dozen of them to back up this advertising.

A dozen dresses—totaling \$57— isn't much of a burden even when dress sales are not at the boiling point. In this particular case we think they're a great help because they brighten up your line when it needs it most—gives you a grand opportunity to use the window-display blowup and tie up *Harper's Bazaar* with your store—to sell not only these Towndale dresses—but others in your line.

That's the way Towndale dealers everywhere look at it, and we believe if you consider the matter more carefully you'll agree with them that there's more money to be made by backing up the Towndale idea and the Towndale promotions than to say "dresses aren't hot right now, so we'll do nothing about it."

I still have your dozen of the new Towndale dresses—the blowup and ad cut to send—and I'm going to hold them till you have a chance to answer this letter.

How about it, "pardner"?

* * *

Guide for Federal Loans

The committee on direct loans of the National Conference of Business Paper Editors and the Associated Business Papers, Inc., has just completed a second study on direct Governmental loans to industries.

The study outlines the legal requirements necessary to obtain a loan; the procedure; eligibility; interest rates; and case studies of rejected applications showing the weaknesses in their set-up.

The booklet is available under the title of "A Guide to Applicants for Direct Loans" at 25 cents per copy from headquarters of the A. B. P., New York.

* * *

Pickrell Returns to Chilton

R. F. Pickrell, who was with the Chilton Company in Detroit for many years, has returned to that organization as representative of *Automotive Industries* in Ohio, Western New York and Western Pennsylvania. His headquarters will be in Cleveland.

* * *

Death of A. E. Boswell

Arthur Ernest Boswell, editor and manager of the *Muskegon*, Mich., *Chronicle* for the last nineteen years, died last week. In 1913, he established the *Muskegon Times*, which was merged with the *Chronicle* three years later. Mr. Boswell was sixty-five years old.

* * *

Barton Joins Previews

Roger Barton, for the last five years copy writer and account executive with Daniel Starch and Staff, New York, is now associated with Previews, Incorporated, New York, real estate clearing house. He will serve as assistant to the president.

* * *

Mahnke with Stack-Goble

Frank C. Mahnke, Jr., is now with the Stack-Goble Advertising Agency, Chicago, as an account executive. He formerly was with Reincke-Ellis-Young-green & Finn, Inc., of that city, and previously with the Critchfield agency.

Form N. I. A. A. Chapter

Advertising and sales promotion managers of a number of Detroit industrial organizations have formed a Detroit chapter of the National Industrial Advertisers Association. Members of the new chapter include: L. C. Allman, Fruehauf Trailer Company; E. F. Berry, Jr., Udyllite Company; E. R. Dunn, Bull Dog Electric Products Company; E. C. Howell, Carboly Company, Inc.; John E. Wells, Ex-Cell-O Air Craft Tool Corporation; H. G. Doering, Truscon Laboratories; P. J. Marshall, Federal-Mogul Company; and J. H. Varnum, Square-D Company. J. H. Ashburn, Jr., of the Buhl Sons Company, is director-at-large.

* * *

To Advertise Mackinac Island

The finance committee of the State administrative board of Michigan has approved the expenditure of \$12,000 to advertise Mackinac Island and the fiftieth anniversary of the founding of the Michigan College of Mining and Technology at Houghton. The money will be used to stimulate travel to the Island and the Upper Peninsula.

* * *

Benjamin C. Cohen Dies

Benjamin C. Cohen, for twelve years art director with Chambers and Wiswell, Inc., Boston advertising agency died at that city last week. He had previously been with the Boston *Herald and Traveler* as cartoonist and reporter.

* * *

Starts Food Marketing Service

A new merchandising service in food marketing has been formed by Burton G. Kellogg, president of The Kellogg Service, Inc., New York, as counsel to advertising agencies and manufacturers.


* * *

With Texas Agency

A. E. Hubbard has dissolved the Hubbard Advertising Agency, Fort Worth, and is now with the Advertising-Business Company of that city, as an account executive.

The Leader is always out in front

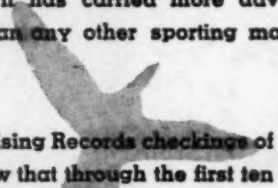
Field & Stream




is now nearing the completion of the

22nd year

through which it has carried more advertising
(every year) than any other sporting magazine.



National Advertising Records checkings of display
advertising show that through the first ten months
of this year FIELD & STREAM has led



the second magazine by 42%


the third magazine by 70%

the fourth magazine by 75%

the fifth magazine by 101%



Advertisers apparently recognize and appreciate
buying power, dealer influence and editorial con-
tent—both quality and quantity.



Oct. 1, 1935

"I guess you oughtee t



PRINTE

PRINTE

photographic T

ghee the boss about that

° You don't reach the men at the top unless you talk to the high

I.Q.★

★*Idea Quotient* = *ideas produced* ÷ *hours worked*.

Three pitfalls lie open to the man who solicits the business of those who advertise. First, he may be stymied by someone of no authority at all. Second, he may create ill-will by "going over somebody's head." Third, he may aim at someone who has authority, but whose authority does not cover advertising and merchandising.

An advertisement in *Printers' Ink*—the ideal salesman of service or media—neatly dodges these pitfalls. By a process of natural selection, *Printers' Ink* gets into the hands of men with a high **I.Q.** . . . men who must produce ideas, judge ideas, approve ideas, in every phase of advertising or merchandising. So, your story goes right to the top . . . to the right people at the top. And nobody's going to feel ignored or disgruntled about it.

Who are the **I.Q.** men—the merchandisingly alert? Well for example in a typical list of 436 firms who are leaders in advertising activity there are 2140 of them. Two of every ten class as owner, president, general manager or other major executive. Another five of ten as sales or advertising managers. What other medium can offer such a concentrated buying audience?

PRINTERS' INK PUBLICATIONS REACH THE HIGH I.Q.

PRINTERS' INK WEEKLY • PRINTERS' INK MONTHLY

Photographic Illustration by Lazarnick

Ford Poster Wins



A FORD MOTOR COMPANY poster received first award as the outstanding outdoor advertisement of the year in the Sixth Annual Exhibit of Outdoor Advertising Art, which opened at the Marshall Field & Company galleries in Chicago last week. Howard Scott painted the winning design and McCann-Erickson, Inc., was the advertising agency. "No use, Mac, it's a Ford V-8" is the caption of the winning poster.

Second award was given an advertisement of the Coca-Cola Company, entitled "Ice-Cold Every Day in the Year." To the Ethyl Gasoline Corporation went third award for its "Gosh! He's Changed to Ethyl" poster. N. C. Wyeth was the artist and D'Arcy Advertising Company the agency for the Coca-Cola design. Albert Strasser and Batten, Barton, Durstine & Osborn, Inc., were cited for similar offices on the Ethyl poster.

Ten designs received honorable mention citations. They are (advertiser, artist and agency being given in that order):

William Wrigley, Jr., Co., Otis Shepard and Charles W. Wrigley Co.; H. J. Heinz Co., Charles Heinzerling and Sellers Service,

Inc.; Buick Motor Car Co., Fred-eric Stanley and Campbell-Ewald Co.; Standard Oil Co. (Indiana), Stan Ekman and McCann-Erickson, Inc.; Liggett & Myers Tobacco Co., Winemiller & Miller (color photography) and Newell-Emmett Co.

P. Lorillard Co., Ivan Olsen and Lennen & Mitchell, Inc.; California Packing Corp., Andrew Loomis and McCann-Erickson, Inc.; Citizens Family Welfare Committee, Herbert Noxon and McCann-Erickson, Inc.; The Catalina Co., Otis Shepard and Neisser-Myerhoff Inc.; United States Rubber Co., W. W. Fawcett-F. S. Baumann and Campbell-Ewald Co.

Burr L. Robbins General Outdoor Advertising Co., is chairman of the Outdoor Advertising Art Exhibit Committee, which sponsors the show. Serving with him were William Blair Baggeley, C. T. Fairbanks, H. E. Fisk, W. A. Gibson, H. F. Gilhofer, A. A. Hayden, M. C. Keyser, P. F. Leach, J. J. Lechner, C. Earl Pritchard and Mark Seelen.

Three hundred and twenty-five original paintings were entered in the competition including entries from Canada, Mexico and Cuba, as well as from the United States.

New Photography Studio

Maurice Bauman, Eliot Elisofon and Alex E. Weiner have formed August & Company, 37 West 47th Street, New York, commercial photography studio.

Appoints Jones Agency

The advertising account of the P. F. Collier & Son Corporation, New York, books, is now being handled by The Ralph H. Jones Company, New York.

Fun in Finnish: the Story of a Cigarette

In the Scandinavian, humorous copy seems to offer peculiar advantages. Sometimes it solves vexing problems of presentation. Sometimes it invokes embarrassment. But an account of its application always carries intrinsic interest. We read, here, of what humor has done for—and to—a brand of cigarettes, as the story was told by Mr. Latvala before the Third Scandinavian Advertising Convention in Helsinki, Finland. What follows is a translation of Mr. Latvala's remarks from Finnish into English, he being the translator.

By V. K. Latvala

Director, Erva-Latvala Advertising Agency

FOR my topic I have chosen the advertising campaign for "Saimaa" cigarettes—for two reasons.

One reason is the fact that the manufacturer, Ph.U.Strengberg & K:ni O/Y, has attained some significance in all of the Scandinavian countries—and the other one, that the advertising campaign for this cigarette has been of quite exceptionally long duration. The same series of advertisements has been running continuously well over four years now, without showing any signs of old age—a record in this country, where a series of advertisements, in a modern sense, very rarely reaches an age worthy of mention.

And what of the Scandinavian significance of the company? Strengberg is perhaps the only Finnish industrial firm which has branched out into all of the Scandinavian countries. Back in 1903 the company established a plant in Hernösand. It functioned remarkably well and the name Strengberg had already a good standing in the Swedish tobacco market, when, with the introduction of the State monopoly, the plant had to be given up to other interests. During 1912 the company founded factories in the capitals of both Norway and Denmark.

This alert perseverance did not

result from youthful optimism, for the Strengberg factory is one of the oldest in the country, and at the present time, the oldest active tobacco manufacturing plant, its traditions going back 173 years to the days of Swedish-Finnish union.

The original factory, or "tobacco spinning mill," as it was called, was founded in 1762 and worked in modest circumstances for quite some time. Until the middle of the 19th century only pipe tobacco, snuff, and chewing tobacco were made, but then the cigarette manufacturing was started, and in 1872 the factory sent its first cigarettes into the market. Three decades previously the main interest in the firm had been acquired by Mr. Ph.U.Strengberg, who was an enterprising, active man in many different branches of endeavor. In 1881 the company was incorporated, and in 1930 its firm name registered as Ph.U.Strengberg & K:ni O/Y.

Before the turn of the century, the factory had grown to be one of the largest industrial establishments in the country. The progress continued during the following years, and the latest technical modernization was accomplished in 1930, when new, hygienic methods and ultra-modern machinery for the dampening, cleaning, and mixing of tobacco were put into operation. And as the firm had good

business relations with the tobacco-producing countries, it had always an abundant supply of first-class raw material for its manufacturing needs.

All these factors became of great importance, when the new cigarette, "Saimaa," was put on the market in 1930—a cigarette of the type, for which there had long been a demand in rural sections of the country. "Saimaa" had, thus, from the outset a fair chance of success in the competition with other cigarettes in the same price class.

There was also another factor, the importance of which I have to acknowledge in this connection, viz. the excellent sales organization of the company. When the "Saimaa" advertising campaign was started, it was only a part of the carefully considered and planned sales promotion program, which included not only well-designed show-window arrangements, but also a motion picture film, showing the manufacturing process in its different phases.

All things considered, there was an excellent opportunity for an effective advertising campaign, provided it was handled in the right manner. And so I come to the main subject of this speech.

We recall vividly the day when Strengberg appointed us to foster the sale of the "Saimaa" cigarette. It was quite obvious that this was an admirable opportunity to do something. Many different types of advertising were possible. The long and interesting history of the factory could be profitably dramatized into a series of institutional advertising. The new machinery and the modernized manufacturing methods could be emphasized in the use of white space—so-called "reason-why" copy was within reach. Many other time-tested plans presented themselves for our use. And yet we felt that there must be some better, more original way by which to solve the problem. But what?

The question was attacked for many a day, but without avail. Plans were made and rejected. But one morning the matter cleared up all of a sudden. One of our copy writers told about an "isäntä,"

(peasant proprietor, farmer) a merry country fellow, who had appeared like a vision in his mind on the way home.

His description of this "isäntä" was something like this:

He is "one of the people," a jolly old fellow, amusing by his mere outer appearance, original and sympathetic at the same time. His modes of expression are those of a farmer, with a touch of the country dialect, although without actual provincial words and twists. When he tells a story, comments on the events of the day, or gives his opinion regarding some familiar controversy, he is bound to become popular—and this popularity will by necessity include the cigarette, which is his constant, dear companion.

The heading should always begin, as if from the middle of a sentence, with the words "... sanoi isäntä." ("... said the farmer" or "... said the boss.") First, because the country people are familiar with sayings of this type and apt to prick up their ears when their curiosity is aroused by this well-known old formula. Second, and what is more important: the problem of reaching the right people is thus solved in the easiest way. The "Saimaa" cigarette is intended for the "plain people," including the great working class out in the country. The cigarette must not,

... sanoi isäntä

kaukonäköisestä pojasta

Herra on erään olivien pöytäkirjan mukaan. Hän, Pekka, huumorilla mainitsi, että tällä... (The text continues with a humorous anecdote about a man named Pekka who is described as a 'merry country fellow' and a 'distant boy'.)

Saimaa
Antoon,
miehe,
mahto

Strengberg

Newspaper advertisement in Finnish showing the "isäntä" character

of course, be represented as a "common" cigarette, nor must "super-class" be implied. Let us, then, choose as the sponsor for "Saimaa" a person who has a highly enough respected social position and who is, on the other hand, closely related to the "plain people"—then we are on the right track. And no excessive boasting! Just a few praising words in connection with some amusing story are all that is needed and will sound more believable than too rose-colored promises. . . .

Trade Character Appears in Every Advertisement

This was the scheme upon which the advertising of "Saimaa" was built. In every advertisement we find the same "isäntä," expressing his views of the incidents of the day or other matters of interest, in his broad, jovial manner. *Every advertisement is illustrated by a picture of the "isäntä" himself, and in the background looms the situation representing his topic for the day.*

When the idea for this series was first presented to me I could not explain why I liked it immediately. Like other advertising men, I had come to know that humor in advertising is a two-edged sword, and instances of this truth were indeed not lacking in our own country. But in spite of that, I had a hunch that the "isäntä" series would hit the nail on the head.

Perhaps I perceived that this friendly, good-natured "isäntä" was the very type of character that might help us to steer clear of the hidden rocks always lurking in the path of humorous advertising. Even yet, notwithstanding the tremendous success of the "isäntä" series, I would not recommend anyone to start a humorous series without thinking the matter over twice. Like John Caples, I believe that ninety-nine copy writers out of a hundred will be better off by avoiding humorous copy. Only a few of them have the instinct of perceiving what kind of humor "goes" with the reading public.

Until now, more than 300 different "Saimaa" advertisements have been published—variations and ab-

breviations not included. "Isäntä" has expressed his opinion on various political events both in Finland and abroad—the Olympic games and other occurrences related to sports and athletics, the economic depression, bank interest rates, the dollar and other financial matters, on Rockefeller, Paavo Nurmi, Charlie Chaplin, Sonja Henie, and other celebrated personages.

In rendering the "isäntä" stories in the Swedish tongue, our Swedish copy writers were up against great difficulties. The particular kind of mentality that "isäntä" represents finds expression in a peculiar choice of words and phrases, which Finnish readers recognize with a sympathetic smile, but which have no equivalents in other languages.

For this reason, certain modifications were soon introduced in the Swedish "Saimaa" advertisements. One of these consisted in giving "isäntä" a family name, "Saimander," derived from the name of the cigarette. The formula "... said the boss," etc., was replaced by the permanent heading "Saimander smokes and talks." For some time an independent Swedish series was published under this heading, but after a while it was discontinued, and free translations of the Finnish text were again resorted to. The new heading, however, was preserved, and in this shape the series is now known throughout the Swedish-speaking section of the country.

In addition to the linguistic "double life" that this "isäntä" alias "Saimander" has thus been forced to lead, he was in danger of having to undergo even a more radical metamorphosis, out of regard to party politics.

On the suggestion of some of the dealers, the management of the firm contemplated substituting for the "isäntä" in the socialist papers a character that would be nearer related to the industrial working class than the "boss" on a farm. A cobbler with his lasts was recommended, but after careful consideration the idea was abandoned, for the benefit of the coherence and, we believe, for the practical effectiveness of the series as well.

"Isäntä" has become too well

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known, both by name and by his external features, to warrant transforming him into a masquerader, appearing in a different disguise in the different papers.

Not all of "isäntä's" characteristic traits and his store of anecdotes have originated from the advertising agency. The country-wide effect of the series is testified to by the extensive correspondence, which it brought about, between the consumers and their friend "isäntä," i.e., the company.

Lumberjacks, farmhands, and others write to the firm as if they were old acquaintances. Of these letters, amounting to several thousands, nearly 800 have been preserved, and almost every one of them contains some anecdote, generously offered for publication. Rather few of these, however, found their way into print, because upon closer examination most of them were found to be variations of stories previously published in the "isäntä" series. Even the adjectives used in the advertisements about the "Saimaa" cigarette, "mild, tasty, and substantial," are faithfully repeated.

The advertisements have apparently been studied so thoroughly, that their particular vocabulary has been subconsciously absorbed into the readers' minds. The mere answering of all these letters has made it necessary for the company to have special forms printed, to be used whenever possible. And the number of personal calls at the factory has grown to such proportions that they are beginning to be a nuisance. According to the manager of the factory, "the consumers seem to feel justified in consulting the factory about almost anything, as one does among old friends. These guests of 'isäntä' are calling practically every day, and during the last three years they have been

coming from every corner of the country."

The series, of course, has its negative side, too. Many people write to the factory with the idea of getting a few packages of cigarettes for nothing, and some actually ask for them. But who is not subjected to the giving of alms nowadays? Certainly not the one who is particularly popular! When an orchestra leader takes interest in the "isäntä" to such an extent as to compose a march in his honor and send the score to the factory for scrutiny . . . when the Government's telephone linemen, tortured by the mosquitoes up in the marshes of Lapland, send in a poem of twenty-four stanzas dedicated to "Saimaa" . . . when tourists offer descriptions of their fishing and hunting trips to the "isäntä" . . . such expressions of faithfulness and devotion make the constant application to the factory's generosity easier to bear with equanimity.

I have given a general view of the advertising campaign for the "Saimaa" cigarette and its reception on the part of the public. In doing so, I have so far barely touched upon the most important question: What about the sales results? I cannot give you the total figures, but I am not exaggerating in saying that the demand for the "Saimaa" cigarette has increased amazingly. In 1931 the returns were excellent, but during the next year, when the advertising appropriation had been increased, they rose by 54 per cent; in 1933, the result was increased by 12 per cent, and even last year's sales exceeded those of the preceding year by 45 per cent. At the present time, the "Saimaa" cigarette is being smoked more largely than all of the nearest competing brands, i.e., other cigarettes with wooden holders, together.

+ + +

John Hilton Dies

John Hilton, advertising assistant at the Detroit office of Sears, Roebuck & Company, died suddenly recently from a stroke. He was fifty-one years of age. He was at one time, advertising manager of Hartman's of Chicago.

Jones Joins Washington "Post"

Alexander F. Jones, city editor of the Minneapolis *Journal* and formerly promotion manager of the Minneapolis *Tribune*, has been appointed managing editor of the Washington *Post*, at Washington, D. C.

Books in Brief

PEOPLE'S Wants and How to Satisfy Them. By Paul T. Cherington. (Harper & Brothers. \$2.) Business has suffered because too many of its leading practitioners possessed the type of vision that sees only a very little distance beyond the end of the nose. As one prominent Canadian publisher has phrased it, "Business men have lacked the statesmanlike point of view."

It has been doubly unfortunate that during the last few years, when the statesmanlike view was so necessary, most of those who were vocal were supporting some particular hobby or ism. Thus most of the solutions offered for our troubles have had a poor reception from business men who, although not long-sighted, are certainly perspicacious enough to be suspicious of isms.

Into this atmosphere Mr. Cherington introduces a book which deserves the careful reading of business men who want to think of the future. The author's career has fitted him to write this kind of a book because it has given him both the academic and the business background.

This is not a book which can be described in a short review. It is one, however, that can be highly recommended to those business men who are very tired of the theorists and yet who long to have some help and guidance in planning ahead. It is a stimulating, arresting volume.

A Study of Rural Society. By J. H. Kolb and Edmund deS. Brunner under the editorship of William F. Ogburn. (Houghton Mifflin Company. \$3.50.) Here is a book of considerable importance to marketing men that is likely to be overlooked because it is not specifically labeled a business book. It is a thorough-going study of rural America. Some of the author's conclusions may be the subject for controversy. That is to be expected in a volume of this kind.

On the whole, however, it is a valuable contribution to those who still look upon rural life as a combination of "Way Down East" and "Quincy Adams Sawyer" as well as those who see in the farmer only a dangerous radical who is increasing taxes by his insatiable demands. In many ways this book is as important in its field as "Middletown" was in its.

Marketing of Manufactured Goods. By Newel Howland Comish. (The Stratford Company. \$3.) This is a disappointing book when considered in relation to its title. While it is a definite contribution to marketing literature, it sometimes fails to go deep enough beneath the surface to make it the help that it might have been had the author, with his refreshing point-of-view, carried out his ideas to their final implications.

World Marketing. By V. D. Collins. (J. B. Lippincott Company. \$2.50.) The sub-title is "A Complete Guide to World Market Merchandising and Selling of the New Era," a rather large order for any book to fulfil. It is difficult these days to recommend any work on exporting because the field of exporting is one of such confusion. This particular book will be of more interest to novices in the field of exporting than to experts. On the other hand, it is the kind of a work that the experts cannot afford to overlook entirely because the author writes in a pleasing style and has the facility of popping up now and then with challenging ideas. If you are interested in export at least give this book consideration.

In Spite of All. By Ralph Corbett. (Franklin Publishing Co. \$1.) Ralph Corbett has discovered the real share-the-wealth plan. It is not based on any economic panacea, but on good old-fashioned business sense. He has a sublime confidence

Announcing
the addition to our organization of
LOUIS A. LEPIs
in the capacity of
VICE-PRESIDENT

Mr. Lepis is well known to the advertising profession as a layout man and typographic expert of unusual ability.

His knowledge of type and its most effective use is grounded on more than twenty years of experience in the typographic industry and with leading advertising agencies.

We are happy indeed to announce the association of Mr. Lepis with our organization and its clients.

MORRELL & McDERMOTT INC.
Advertising Typographers

305 EAST FORTY-SIXTH ST., NEW YORK

ELDORADO 5-5550

A Preface to Advertising

BEGINNING next week PRINTERS' INK will publish a series of articles by Mark O'Dea, under the general heading, "A Preface to Advertising."

Each of these articles will be a short, thoughtful discussion of one of the important issues that face advertising. The series will deal sometimes with fundamentals that are frequently overlooked. At other times Mr. O'Dea will look into the future, predict trends.

Sanity, tolerance, courage and common sense; these qualities of Mark O'Dea will characterize the series. We recommend the articles to every reader who is interested in sound, profitable advertising.

PRINTERS' INK

The first article: "The Ordeal of Mr. Chrysler."

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in the future of business; he is not worried about inflation or deflation; he believes in what people can do as individuals. He believes in the power of good advertising and good salesmanship. Maybe such a point of view sounds a little bit old-fashioned. It isn't old-fashioned when Mr. Corbett writes it in his peculiar individual style. An earlier book by the same author was purchased and distributed by over 2,000 companies. "In Spite of All" should enjoy an equally fine record.

U. S. Camera—1935. Edited by T. J. Maloney. (William Morrow & Company. \$2.75.) Here is American photography at its best, unhampered by clinical discussions or critical interpretations. In beautifully printed pages the photographs stand by themselves—their own critics, their own clinic. If anyone doubts the flourishing state of photography in America, he will find a complete answer to his doubts in this book. The publishers are to be congratulated on their venture and American photography is to be congratulated not only on the splendid showing it has made but on the opportunity it has been given to speak for itself.

Tested Sales Letters. By Herbert H. Palmer. (McGraw-Hill Book Company. \$5.) In this more than 500-page book are reproduced in full 350 actual tested letters. In addition, the author has written excellent text to surround and interpret these letters. This is one of those exceedingly practical business books that belong on the desk of everybody interested in better letter writing. Concrete, comprehensive, thorough, and helpful are the four adjectives that best describe it.

Advanced Business Correspondence (Third Edition). By George Burton Hotchkiss and Edward Jones Kilduff. (Harper & Brothers. \$3.25.) This is a completely revised edition of what is perhaps the standard text on the subject. To those who have known the earlier editions this is sufficient recommendation.

Salesmanship. By Charles H.

Fernald. (Prentice-Hall, Inc. \$5.) This is a revised edition of a book that has gone through eight printings since 1926. Again familiarity with the earlier edition is recommendation enough. It is one of the better texts on the subject.

Rex Cole on Salesmanship. By Rex Cole in collaboration with C. D. Frazer. (B. C. Forbes Publishing Company. \$2.50.) The record of the dynamic Rex Cole is too well known to need elaboration. He is beyond question one of the country's master salesmen. His book, however, is a little bit difficult to classify or criticize. It is laden with aphorisms and ranges in content all the way from inspirational material to the recommendation that the salesmen take a few limbering calisthenics in the morning. Those who are interested in the kind of salesmanship that Rex Cole stands for perhaps had better look over this book.

Sam's Selling Slants. By Vernon E. Vining. (Greenberg: Publisher. \$1.) This consists of an interesting series of letters that a good sales manager could write to his salesmen. It is not a large book, but the letters are, as the jacket promises, "always honest and helpful" in addition to being inspirational. Another book worth looking over.

Merchandising for Banks, Trust Companies and Investment Houses. By L. Douglas Meredith. (Bankers Publishing Company. \$5.) Mr. Meredith, the Commissioner of Banking, State of Vermont, has made an excellent contribution to the literature of the merchandising of the services of financial institutions. He is thorough in his treatment and broad in his point-of-view.

Credit Manual of Commercial Laws. (National Association of Credit Men. \$5.) (28th Edition—1936.) This familiar manual has now become a standard work. The new edition brings it up to date.

A Manual of Advertising Typography. By Thomas B. Stanley. (Prentice-Hall, Inc. \$2.) The cur-

rent year has seen the publishing of several excellent books on typography. Professor Stanley's book is designed, as he says in the preface, "to give the student a necessary nucleus of information about principles and technique; to supplement classroom instruction and outside reading; and to provide a basis for the solution of assigned practical problems."

This is not a book for experts but should be unusually helpful to the student.

Color and Design in the Decorative Arts. By Elizabeth Burris-Meyer. (Prentice-Hall, Inc. \$5.) There is always room for a good book on color, which is one of the most esoteric, least understood of all of the factors that contribute to the making of advertising. Thus for most readers the color section of the book will be more interesting than the design section. This work is designed apparently to appeal principally to retailers, but it has much material in it that is of interest to students of color as it affects advertising.

The Proceedings of the Boston Conference on Distribution, 1935. (Retail Trade Board, Boston Chamber of Commerce. \$3.50.) The Boston Conference has become a yearly event of increasing importance in the field of distribution. Annually the speeches delivered at the Conference are published. Those who are familiar with the standard of speeches which have featured the previous Conferences will have an excellent idea of the value of the contents of the current issue of the proceedings.

Strange Street. By A. Beverley Baxter. (D. Appleton-Century Company. \$3.) To most Americans the name of Beverley Baxter is totally unfamiliar. To every English journalist his name is that of the man under whose editorship the London *Daily Express* became the first daily newspaper in the world to reach a circulation of 2,000,000. "Bax," as he is familiarly known, has met and talked with most of the great men of his day. Particularly interesting are the side-

lights he gives on the character of his old boss, Lord Beaverbrook.

Get It Right! By John B. Opdycke. (Funk & Wagnalls Company. \$3.50.) The jacket says: "This volume aims to solve authoritatively every problem that the user of written English is likely to encounter." Oddly enough the book very nearly lives up to this promise. An idea of its scope can be gained from the chapter headings:

Abbreviations, Alphabetizing, Filing, Indexing, Capitalization, Direct-by-Mail Copy, Figures of Speech and Related Terms, Grammar, Italics, Letter Writing, Library Self-Service, Minutes, Reports, Citations, Newspaper Copy, Numerals, Notations, Petitions, Proclamations Resolutions, Pluralization, Proofreading, Punctuation, Spelling, Telegrams, Word Study.

The Command of Words. By S. Stephenson Smith. (Thomas Y. Crowell Company. \$2.50.) This book is designed to help the writer, speaker and reader acquire a ready, wide and sure vocabulary. The author uses certain very interesting tricks to accomplish his purpose. The test, of course, will come in use, but a little more than superficial first reading indicates that this is a book that promises to be of real help to the man who wants to widen his knowledge of words.

25,000 Words Spelled, Divided, and Accented. Compiled by Louis A. Leslie and Charles Earle Funk. (Funk & Wagnalls Company. \$1.) This little volume will make an excellent desk book for copy writer as well as stenographer. It is particularly valuable because it is so much handier to refer to than a dictionary when questions of spelling arise.

Modern Publicity—1935-6. Edited by F. A. Mercer & W. Gaunt. (The Studio Publications, Inc. \$4.50, in wrappers \$3.50.) This annual is by now familiar to most American advertising men. It is a compact review of the best in art and advertising for the year. While the emphasis is on European

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advertising (the book is published abroad) it gives plenty of attention to American examples. Because of its review of European advertising it is always of more than usual interest to the American advertiser.

Getting Ahead in Retailing. By Nathan M. Ohrbach. (McGraw-Hill Book Company, Inc. \$2.50.) Mr. Ohrbach's retail store on Union Square, New York City, is one of the interesting merchandising phenomena of the American business scene. Therefore, when Mr. Ohrbach takes time out of his business to describe the secrets of retailing as he sees them, the result is a book worth more than passing attention. Its value to the advertiser will be that it gives some unusual insights into the tricks of modern retailing. Too often advertisers fail to meet complete success because they do not understand retailing problems.

Rich Man, Poor Man. By Ryllis Alexander Goslin and Omar Pancoast Goslin. (Harper & Brothers, New York. \$1.) This book is published under the auspices of the People's League for Economic Security. By remarkably graphic pictures and primer-like text it presents some of the economic problems of today and suggests possible solutions. This is an ism book, but it is interesting for its simplicity and vividness.

♦ ♦ ♦

Convention Dates

Outdoor Advertising Association of America, Roosevelt Hotel, New Orleans, Nov. 19-21.

Associated Grocery Manufacturers of America, Inc., Waldorf-Astoria Hotel, New York, Nov. 13-14-15.

National Association of Manufacturers, Commodore Hotel, New York, Dec. 4-5.

National Retail Dry Goods Association, silver anniversary convention. Hotel Pennsylvania, New York, Jan. 20 to 24.

American Marketing Society, annual meeting, Claridge Hotel, Atlantic City, Nov. 29 and 30.

Sales Managers Bureau of the Chamber of Commerce of St. Louis, ninth annual sales executives conference, Nov. 22, Hotel Jefferson, St. Louis.

Associated Business Papers, Inc., and National Conference of Business Paper Editors, annual meeting, Waldorf-Astoria Hotel, New York, Dec. 2 and 3.



WHEN THEY HAVE FAITH THEY BUY

Buying Punch space, you buy more than a medium for proclaiming your goods or services—you buy the "willing ear" of every one of its guaranteed readers. For wrapped up with the unique editorial prestige of Punch is the unique hold it has on its readers' confidence. What they see in Punch, they believe in. When they believe, they buy. That's why Punch, in good times and bad, sells and sells, builds and builds. Can you afford to neglect a power-for-progress like this?

IS YOUR ADVERTISING IN PUNCH?

MARION JEAN LYON: ADVERTISEMENT MANAGER: PUNCH: 10 BOUVERIE ST., LONDON, E.C.4, ENGLAND: MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Ten Bucks a Week to Start

(Continued from page 10)

Cotton proofs, bring them to me with any corrections in half an hour, and in the meantime I'll write the beer announcement."

He hurried to his private office, and squared off at a yellow pad. But Miss Woodgreen, his hard-driven secretary, stood in front of him with a letter.

"From Mr. Hubblethwait," she said softly.

"Oof," said Fred Grant. "I'll see what it is. H'm, h'm. Ask the young man to wait. Call George Hopkins on long distance at Calais, Maine, and confirm my meeting with him at the Touraine Hotel, Boston, tomorrow morning—tell his secretary that I'll have the Cupsuptic proofs, layouts and schedules. Follow everybody on all detail. Then call Valhalla Brewery, Mr. Gambrinus, and remind him that I will be at his office, in Trenton, at four-thirty today. A glass of water, please. All right—let the young man from Mr. Hubblethwait come in."

* * *

Sydney Mulch, smiling pleasantly, came into the room. He glanced around for a hat-tree, hung his coat neatly on a hanger, and removed his right glove in a leisurely way to shake hands with his host.

"It's a great pleasure to meet you, Mr. Grant," he said. "As you know, my name is Sydney Mulch, and I have decided to get into the advertising game. My friends tell me it is the right racket for me."

"On what do they base this advice?"

"Well, I am very much interested in advertising. I have often listened to the radio, and of course I have noticed thousands of billboards, and often thought how they could be improved. The pictures, I mean. I suppose the wording on billboards doesn't matter very much. Just tell people often enough to drink Castoria, and they do drink it, ha, ha. Besides, things are very slow in Wall Street and

I am anxious to get married and settle down. I have been on the town long enough, as the saying is. I want something that will pay me enough to marry Miss Mary Hubblethwait and live decently without asking the old gentleman to increase her present allowance, in these times."

Fred Grant surveyed the young man.

"I'm busy," he said. "But one time's as good as another in the advertising business. If it's a racket, as you call it, I'm not smart enough to be a racketeer. Let's start from the beginning. What's your age?"

"Twenty-two."

"Work your way through college?"

"No. That is—er—I got some assistance—but my father paid most of the bills."

"What did you specialize in, beside football?"

"I majored in surveying."

"Ever worked as a surveyor since?"

"No indeed. The subject bored me stiff. I have been with Belhows & Balloons, a stock exchange house."

"In the statistical department?"

"Oh, no. As a customers' man."

"How much are you making now?"

"Forty-five a week."

"What did you get at the start?"

"Forty-five. You see, I had some valuable contacts."

"What kind of men?"

"My aunt," said Sydney Mulch. "Shes a widow, living in Lenox; an old lady. But I have also interested some of my classmates, and brought in their business. Of course, they haven't much to invest right now."

"Ever sold anything—commercially, I mean?"

"No."

"Did you write or draw for the college paper?"

"No."

"Have you ever written anything for any newspaper or magazine?"

"I'm afraid not. Is that necessary?"

"Have you ever clerked in a store? Sold house to house? Been in a broadcasting studio? Do you know anything about photography, engraving, type composition, printing?"

Sydney Mulch shook his head at each of these questions.

"Well," said Fred Grant, pleasantly. "I've decided to give you a chance. You can start today if you like."

* * *

If a bomb had gone off in the room, Sydney could not have been more surprised.

"Here's what you'll do," said Fred Grant. "You'll report to Red Mullins, the head of our delivery department. Four boys. You're the only one with college training among them, so you should stand right out. You'll get around the city faster than they do. What were you, a tackle? Pity you weren't a halfback. But you'll do your errands fast and accurately, reporting back after each one. Then you'll have a chance in our production department—as a learner."

"How soon will that be?"

"Oh, call it six months. After a year on production, you'll know mechanical processes pretty well. You'll find out about color photography and engraving on your own time. Also the mechanics of radio. After that, you'll do some store-to-store, and house-to-house survey work, calling on thousands of people to find out what sort of fruit juice they really like at breakfast, what sort of laundry service really pleases them, what kind of automobile they expect to buy next time. After that—"

"How long would that sort of work last?"

"Impossible to estimate. Maybe a year or two. Then you'd want to spend six months as a salesman for one of our customers or prospects, doing house-to-house selling, so you will learn what to say about merchandise in order to make people want it and buy it and pay a fair price for it. You've

How Big

IS THE

NEWSPAPER

SCHEDULE?

Does it run as high as \$250,000?

If it does, you can give your client two full pages of newspaper advertising free of charge. ■ How?

By making savings on the packing and shipping of newspaper electrotypes. ■ Our new, exclusive system of Localized National Distribution permits us to send electrotypes from our five coast-to-coast locations . . . cutting the distribution costs and saving up to 63%. ■ Electrokit, a patented mailer, saves the cost and freight on heavy wooden boxes. ■ Write . . . learn how you can give your clients advertising for nothing.

Reilly

ELECTROTYPE COMPANY

DIVISION OF ELECTROGRAPHIC CORPORATION

216 EAST 45 • NEW YORK
CHICAGO • INDIANAPOLIS
DETROIT • SAN FRANCISCO

got to know the people who are reached by advertising, and the motivation that makes them buy a certain product. Otherwise, how could we know what to write in producing advertisements for magazines, newspapers, posters and radio?"

"I didn't know the advertising business needed such long preparation," said Sydney Mulch, writhing uncomfortably in his seat.

"The army can't make even second lieutenants in less than four years," said Fred Grant. "How many years would you spend at medical school before you were allowed to operate? Advertising is no different. In fact, if you want to be an advertising copy writer or artist, you'll work all your life learning your trade—and you'll never be sure you have learned. I haven't discussed such necessary things as accounting, as space buying, as research. You'll have to master all of them before you can run your own advertising agency."

"My God!" said Sydney Mulch.

"But today's always the best day to start anything," concluded Grant. "So take your hat and coat out of

here, report to Mullins, and tell him I sent you."

Sydney picked up his clothes, coughed uncertainly, and turned around in the door.

"As to salary?" he said.

"Office boys get ten bucks a week to start," said Fred Grant. His stubby pencil was already flying over his yellow pad.

* * *

Sydney did not meet Red Mullins, after all. In half an hour he was back at his desk at Bellows & Balloons, the stockbrokers. It had been a light morning, and nobody seemed to have noticed Sydney's absence.

That evening he told several chaps at the club, over the fourth round of cocktails, that he had been looking into the advertising racket. But he cautioned his friends not to try to break into it unless they had big accounts in their pockets.

Mary Hubblethwait broke off the engagement two days later. Sydney said it was another proof that girls are fickle. He ordered two new suits from his Fifth Avenue tailor, and continued drinking.

* * *

Printing Exhibit Opens

The Commercial Printing of the Year exhibition, held annually by the American Institute of Graphic Arts as a showing of the best advertising and commercial printing produced in the United States and Canada during the preceding year, opened at the Architectural League, New York, this week.

A total of 2,500 printed pieces were submitted for the exhibition. The jury of selection consisted of Stuart Campbell, vice-president and art director, Kenyon & Eckhardt, Inc.; Frank L. Henahan, vice-president, Printing House of William Edwin Rudge, Inc.; and Howard Trafton, designer.

Myhrum to Omaha "World-Herald"

Arthur Myhrum is now advertising director of the Omaha, Nebr., *World-Herald*, succeeding Ira Baker, resigned. Mr. Myhrum formerly served twenty-three years with the *Chicago Tribune* and was at one time advertising manager of the *New York News*.

Adds Timmerman to Staff

R. G. Timmerman, recently with the Chicago staff of *Household Magazine* and at one time space buyer of the Charles Daniel Frey Company, has joined the Western staff, at Chicago, of Metropolitan Sunday Newspapers.

Frederick J. Pope Dies

Frederick John Pope, president of the Pope Publishing Company, New York, died suddenly of a heart attack at his home Armistice Day at the age of sixty-six. Mr. Pope had been in the publishing business, chiefly in the business publication field, for more than thirty-five years. Of late he has centered most of his efforts on *Toilet Requisites*.

Storkline Names Hellman

M. E. Hellman has been appointed to co-ordinate and direct the sales promotion and advertising activities of the Storkline Furniture Corporation, Chicago. He formerly was with the W. M. Welch Manufacturing Company, Chicago and Manitowoc, Wis.

Joins Powers in New York

Miss Sylvia Ragon, for the last three years in charge of market research for Joshua B. Powers & Co., Buenos Aires, has joined the staff of Joshua P. Powers, Inc., in New York.

Changes Meeting Place

The meeting place of the "condensed convention" for junior executives being held November 14, in New York, by the Four A's has been shifted to the Hotel Roosevelt, that city.

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Milk Awards

SEVENTEEN awards for excellence in milk dealer advertising were made in the fifth annual contest of the International Association of Milk Dealers, held in connection with the association's recent convention at St. Louis. Winners of first awards (advertiser and advertising agency, where cited, being given in that order) were the following:

Small-space newspaper campaign: Abbotts Dairies, Inc., Philadelphia, and Richard A. Foley Advertising Agency, Inc. Large-space newspaper campaign: Bowman Dairy Company, Chicago, and J. Walter Thompson Company, Inc. Rotogravure campaign: Adohr Milk Farms, Los Angeles, and Lord & Thomas.

Outdoor advertising: Jersey Farms, Ltd., Vancouver, B. C., Canada. Car cards: Borden's Farm Products Company, New York, and McCann-Erickson, Inc. Public relations advertising: Gridley Dairy Company, Milwaukee, and Klau-Van Pietersom-Dunlap Associates, Inc.

Co-operative campaign: Milk Foundation, Inc., Chicago.

In the circulars classifications, the Bowman Dairy Company won first awards for cream, cottage cheese and sour cream circulars. The milk circular of Morrisania Stock Farms, Inc., New York, and W. I. Tracy, Inc., took first place. The buttermilk circular of Jersey Farms, Ltd., was adjudged best in that division. Borden's Farm Products Company of New York won first awards for both chocolate milk and miscellaneous circulars.

Special letters: Adohr Milk Farms. Institutional booklets: Midland Counties Dairy, Ltd., Birmingham, England, and Express Dairy Company, Ltd., London, England. Store cards: Bowman Dairy Company.

♦ ♦ ♦

Death of Francis A. Finneran

Francis A. Finneran, with the San Francisco office of Erwin, Wasey & Company since 1930, died at San Mateo, Calif., on Armistice Day. He entered the advertising business in St. Louis, later joining the New York office of Erwin, Wasey.

Trade Sales Manager

• **L**EADING Paint and Varnish Manufacturer has important opening for Manager of Trade Sales Division.

This job will appeal to the successful sales executive who is probably employed now but who is interested in a position with exceptional opportunities.

Paint experience not essential but man must be a merchandiser, organizer and manager of men, and must have the practical viewpoint which comes from having been a successful salesman himself. Must be capable of running entire department, including selling, formulating sales plans and advertising.

Salary—\$8,000 per year or more, depending upon qualifications.

Give full history including experience, age, former connections, in first letter. Our Sales Department has seen this advertisement.

Address "T," Box 183, Printers' Ink

WHAT qualifications are you looking for in a man?

Men of varied experience and ability advertise in these pages, seeking opportunity to sell their services.

The chances are you will find several likely candidates for the job by looking over recent advertisements. Many competent men have been located in this manner with a minimum of expense and trouble.

If you have any difficulty in finding a man to measure up to your specific requirements, locate him by advertising in **PRINTERS' INK**. It requires only a small expenditure to get in touch with really worthwhile men.



Just what is
CLASS
CIRCULATION

?

Is It Club Membership?

61.2 % of OUTDOOR LIFE readers belong to clubs devoted to outdoor sports, and pay dues average \$36.50 per man.

Is It Leisure Time?

OUTDOOR LIFE readers average 23.3 days a year fishing; 16 days hunting, spending \$171.30 each. The average yearly expenditure for the 13,000,000 sportsmen in the United States is \$50).

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It Sports Interest ?

91.0% of OUTDOOR LIFE readers are fishermen.

88.5% are hunters.

17.2% are skeet or target shooters.

16.7% are golfers.

Their average investment in special sporting equipment (guns, rods, reels, dogs, boats, outboards, etc.) is \$338.67.

It Buying Power ?

92.4% own automobiles. (National average, 68.9%).

22.4% are professional men.

21.1% are executives or in the higher salary brackets.

These are tangible facts uncovered by Erwin, Wasey & Company in an independent, impartial survey of outdoor magazines. Advertisers seem to like this class circulation because OUTDOOR LIFE lineage is up 34% for 1935.

is interested circulation, because newsstand sales have jumped 110%* making OUTDOOR LIFE the fastest selling magazine in its field on the stands today.

and interested readers are usually the kind that buy.

*November and December 1935 figures estimated.



**Outdoor
Life**

Now Enjoying the Biggest Circulation and Advertising Year in its History

PUBLISHED BY POPULAR SCIENCE PUBLISHING COMPANY
353 FOURTH AVENUE • NEW YORK, N. Y.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1886 by George P. Rowell
John Irving Remor, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erben, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright.
London, 30 and 31 Great Queen Street, W. C. 2; McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gove Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney, Manager.
Atlanta, 60 Twenty-sixth Street N. W.; H. F. Cogill, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, NOVEMBER 14, 1935

Hands Across the Border In his Armistice Day address, the President of the United States said: "I am privileged to tell you that, between us and a great neighbor, another act of cementing our historic friendship has been agreed upon and is being consummated."

And thus, as Prime Minister Mackenzie King was making it known in Canada, President Roosevelt was making it known in the States that the two Governments had reached a definite agreement that would remove the unfortunate tariffs that, economically, have separated the two great countries of the North American continent.

From several points of view, here is a development of deep and dramatic interest.

Politically, it is a consequence of a downright amazing, paradoxical Canadian election—an election in which a Conservative party, gone New Deal, has been superseded by a Liberal party com-

mitted to greater freedom for the individual and for business. It was an election that removed from Canada's leadership a prime minister politically friendly with our President—and now that prime minister's victorious opponent, a man contrastingly committed to recovery before reform, concludes with our chief executive an accord that has been years in the making.

Economically, the agreement will facilitate trade between two peoples who, in heritage, in temperament, and in geographical placement are and of a right ought to be a single economic group. Our markets lie side by side. Our standards, our tastes, our needs are identical.

It would be visionary to expect that this new concord will be hailed with boundless enthusiasm by all business and agricultural interests on both sides of the border. In the treaty in which the two nations' trade intentions will be crystallized in words and sentences, it will require a high order of statesmanship to reconcile some of the very similarities that, over the years, have bound us together. Canada's chief exports are competitive with goods abundantly produced in the States. In Canada there are branch factories of American concerns—branch factories established there to overcome the handicap of Canada's tariff walls; and there is a problem whose solution, to the benefit and happiness of everyone concerned, will take some doing.

And socially, here is an achievement in statecraft whose true significance transcends the purport of politics and the policies of business. Rightly did our President call this "another act of cementing our historic friendship"; and he thought, no doubt, of that unfortified boundary that spans our common land from one coast to another.

And that fortless line was in the mind, also, of Canada's new Prime Minister, when, in Ottawa,

he said: "I hope that this will show to an anxious and troubled world a better way of solving its problems."

Across the border we clasp the hands of brotherhood.

Patent Medicine from Holsteins

It's all pretty confusing—this matter of keeping oneself posted on all the phases of advertising's iniquity.

For instance, right along we've been assuming that one of the blacker counts in the indictment is that when advertising advertises medicines, it often lies like the very devil. Glorifying some worthless concoction, it proclaims that here is a catholicon that will cure all the diseases in pathology, plus a round dozen or so that the world's population isn't yet large enough to harbor.

And now comes the American Medical Association to scathe and scarify an advertising campaign that seeks to increase the consumption of a commodity to whose wholesome virtues the doctors, themselves, owe their respective leases on life.

The doctors are mad—and they vent their anger through the pen of their *Journal's* editor—because an advertiser has been advertising milk.

And who is this sinful advertiser? None other than the State of New York, which, through its Bureau of Milk Publicity, and upon the word of Editor-Doctor Morris Fishbein, is advertising milk "as if it were a patent medicine."

Milk, the good doctor insists, isn't a medicine at all. It's a food, whose values "in protein, in mineral salts, and in vitamins are sufficient on which to base claims for its usefulness."

And does the good doctor believe that milk, advertised as a food, is somehow holy; but that milk, advertised as a medicine, beneficial by virtue of the same qualities of protein-content, mineral-salt-

content, and vitamin-content, is somehow profane?

Or does the good doctor, perhaps unconsciously, still cling to the belief that the very word *medicine* is a God-given monopoly of his profession.

"The advertising agencies," Dr. Fishbein writes, "are making milk ridiculous."

We doubt that even an advertising agency can curdle milk with ridicule. But it does often seem that the well-meaning medical fraternity can make itself ridiculous—and without outside aid, at all.

The Mayor Holds Off

It well may develop that Mayor LaGuardia's proposal of municipal regulation of the advertising of drugs will serve to accelerate the passage, when Congress convenes, of the pending Copeland Bill.

Last week New York's energetic chief executive called a meeting of representatives of the drug industry. In part, he told them:

"To attempt local enforcement is extremely difficult and costly. But I can tell you frankly that other cities are considering the same subject and are waiting to see what we will do. . . .

"We are compelled to take up this matter, not because proprietary medicines are bad, or patent medicines are bad, not because all advertisements are misleading, but because a few of them are.

"There is no use in trying to defend a few to ruin an industry."

Although the mayor made it clear that he was speaking, not for the Federal Government, but for the municipal administration of New York, he urged his listeners to get behind a "fair and reasonable Federal bill that would establish adequate supervision at a minimum of cost."

Meanwhile, his own further action would depend upon the action of the industry. Until March, he would defer further hearings on

the project for local supervision.

Not too subtly, the mayor was hinting. The affected interests will do well to take his hint to heart—and act upon it. Upon other occasions, PRINTERS' INK has urged the passage of the Copeland Bill. For this additional reason, we urge it again.

Gasoline— Perhaps these words are redundant. But the cause is so vital—literally so—that repetition cannot render them unnecessary.

It took an editor—and the editor, at that, of a publication that ordinarily does not publish original, first-run matter—to shock us Americans into the realization that we are waging civil warfare.

In a garage, DeWitt Wallace, who edits the *Reader's Digest*, stood by while a tow-car dragged in the grisly chaos of a highway smash-up. Stunned by what he saw, Mr. Wallace took upon himself the initial responsibility of telling his fellow countrymen the story of coast-to-coast carnage; and to J. C. Furnas he commissioned the task of writing what all America now knows as "And Sudden Death."

This year, the automotive industry sought a new sales angle. Into the motor cars that would be exhibited at the autumn shows, the engineers built speed. But at the show, itself, speed was scarcely mentioned; and behind the industry's reticence was the motive, not of sales descretion, but of social obligation.

To every show visitor was handed a booklet that bore the title: "The Car is Safe, the Road is Safe, When you Drive Safely."

Not for sales' sake, but for humanity's sake, let the industry adhere to that policy.

We Americans need automobiles. Most of us need new automobiles. Most of us feel a glow of pride in owning cars that, in emergencies, "can step." But let us be taught—

and our best teachers are the automotive industry's salesmen and advertising writers—let us be taught, and let the truth be hammered into us, that an emergency is not a matter of catching a commuters' train, or of high-balling it from town to the country club in faster time than any fellow clubman ever has made it.

Light from Light, as well as heat, is being generated over in Washington, N. J., where a large portion of the staff of Consumers' Research, Inc., continues on strike.

The latest issue of that organization's "General Bulletin" teems with material bearing on the actions and, in one instance, the ancestry of the striking parties. They are accused, among other things, of "misrepresentations," a prerogative which one had previously been led to believe was the exclusive property of those who manufacture and advertise commodities.

Most illuminating of all, however, is a statement summing up the various public utterances of the union and some of the strikers individually. In this the strikers are referred to as "employees who regularly make errors of magnitude favorable to their own prejudices or self-interest."

According to Consumers' Research's own figure, thirty-nine out of a total staff of eighty-seven are on strike. Thus, 45 per cent of those who constituted a research organization passing judgment on the merits of products were people who, not once in a while, but regularly commit errors favorable to their own prejudices. These have been temporarily and, perhaps, permanently eliminated due to a not wholly planned occurrence of differences having chiefly to do with salary scales. The infallibility and integrity of the remaining 55 per cent is, of course, assured. Dispassion begins at \$20 a week.

Another demonstration of

Atlantic's

National Leadership

IN current issues of *The Atlantic*, Lewis W. Douglas, former Director of the Budget, writes to the title, *There is a way out*. These articles flash the red light of danger on the Government's complacent attitude toward a recklessly unbalanced budget.

America has received these clear, concise statements of fact with a burst of editorial approval from coast to coast. Booklet reprints have been ordered and are being distributed by the thousands.

The Douglas series typifies other stimulating and challenging articles which will highlight *The Atlantic* during 1936. Atlantic's 100,000 readers will dig deeply into these issues. They have income to buy fine cars or foreign travel, air conditioning or annuities. You may reach them with a full page message for \$420.* *The Atlantic belongs on your list for 1936!*

*Present rate which applies to orders for 1936 space received on or before December 31, 1935.

We shall be glad to forward without charge to any reader of this publication a booklet reprint of the entire Douglas series. Address The Atlantic Monthly, 9 Arlington Street, Boston, Massachusetts.

THE *Atlantic*

MOST QUOTED PERIODICAL IN AMERICA

Boston ★ New York ★ Chicago ★ Los Angeles ★ San Francisco

November Magazine Advertising

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Nov.	1934 Jan.-Nov.
Fortune	113	71,574	83,582	41,565	663,837	714,794
Esquire	63	42,267	30,982		320,056	190,496
Town & Country	52	34,848	a42,490	a28,292	352,754	382,440
Cosmopolitan	60	25,605	32,156	25,119	280,419	290,113
American Home	39	24,414	18,709	8,848	214,729	135,607
N. Y. Met. Edition	45	28,755	23,719	13,769	274,308	192,107
American Magazine	51	21,807	21,810	20,346	203,206	215,694
House & Garden	34	21,274	30,040	24,392	238,888	309,500
The Spur	31	20,538	22,848	22,953	241,430	264,780
Yachting	32	b20,301	b22,436	15,015	361,484	302,281
Popular Mechanics	89	19,936	16,632	13,020	181,787	145,822
Motor Boating	45	19,494	18,522	14,742	299,332	276,984
Better Homes & Gardens	41	18,352	13,538	13,171	201,247	168,703
Country Life	26	17,526	22,400	14,693	199,029	200,921
The Stage	25	16,984	5,820	5,440	79,782	66,950
House Beautiful	26	16,365	20,167	16,848	218,190	228,137
Popular Science Monthly	36	15,331	15,703	12,404	141,746	138,735
Banking	35	15,199	10,742		128,795	119,831
Redbook	35	15,146	17,363	13,092	179,331	179,085
The Sportsman	22	14,854	14,840	12,013	158,092	184,366
Nation's Business	35	14,827	16,970	17,763	177,021	189,874
Vanity Fair	23	14,451	24,397	21,619	152,994	252,316
Atlantic Monthly	58	12,912	8,062	7,531	119,828	63,072
Modern Mechanix & Inventions	58	12,904	11,506	8,437	117,175	121,259
Field & Stream	28	11,895	13,042	8,866	151,453	131,685
Silver Screen	28	11,850	9,238	6,475	110,209	103,740
Screenland	27	11,795	9,448	6,881	112,375	104,608
Arts & Decoration	17	11,508	6,916	8,820	e47,628	63,644
The Instructor	17	11,424	11,781	11,939	126,865	101,583
Physical Culture	26	10,986	11,342	10,719	106,472	102,340
Outdoor Life	25	10,629	8,876	6,035	119,854	88,370
Harpers Magazine	47	10,612	11,676	10,360	88,536	99,764
Modern Living	24	b10,237	b8,866	6,449	94,935	75,237
Christian Herald	15	10,130	11,256	12,206	102,252	100,600
Radio News	22	9,263	8,566	7,818	82,142	78,079
Forbes (2 Oct. is.)	21	9,099	9,275	12,090	e114,243	e105,322
Sunset	21	9,091	12,313	7,638	124,430	114,319
Boys' Life	13	8,613	8,920	10,564	103,088	101,329
American Rifleman	20	8,375	7,974	6,715	104,715	85,063
Letters (2 Oct. is.)	19	8,310			d27,399	
Polo	12	8,190	10,584	9,912	94,664	117,306
Grade Teacher	18	7,994	9,020	10,147	86,286	74,911
National Sportsman	18	7,583	8,424	7,137	95,776	84,228
Extension Magazine	11	7,551	8,483	6,981	77,214	79,317
Sports Afield	17	7,500	7,119	6,234	87,564	83,278
Model Airplane News	17	7,136	6,707	5,512	69,923	72,061
National Geographic	29	6,901	8,615	6,622	73,911	80,493
Life	16	6,787	9,409	4,994	84,766	104,784
Hunting & Fishing	16	6,693	8,066	5,494	80,025	73,541
Real Detective	15	6,589	7,099	6,888	67,167	67,940
American Boy	10	6,577	6,137	7,765	82,147	76,433
Screen Romances	14	6,006	5,720	5,863	65,806	68,707
Scribner's	14	5,987	9,198	7,381	61,292	58,977
Travel	9	5,648	6,600	5,891	79,357	74,492
Film Fun	12	5,148	5,291	4,576	43,113	58,580

(Continued on page 118)

ing

1934
Jan.-Nov.

714,794
190,496
382,492
290,137
135,607
192,167
215,694
309,500
264,780
302,251
145,822
276,984
168,703
200,921
66,950
228,117
138,735
119,811
179,005
184,366
189,874
252,316
63,072
121,259
131,685
103,740
104,600
63,644
101,583
102,340
88,370
99,764
75,237
100,600
78,079
c105,327
114,319
101,329
85,062

117,306
74,911
84,220
79,317
83,276
72,061
80,493
104,784
73,541
67,940
76,432
68,703
58,972
74,490
58,580



SECOND

in the general ranking
but it is actually

FIRST

among general maga-
zines with page rates
of \$2,000 or more

ESQUIRE

THE MAGAZINE FOR MEN

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Nov.	1934 Jan.-Nov.
True Detective Mysteries	12	5,112	5,355	2,644	43,385	31,875
Review of Reviews	12	4,996	8,452	7,239	64,253	70,412
Startling Detective Adventures	12	4,934	5,682	5,500	47,952	47,022
American Legion Monthly	10	4,350	6,087	5,071	52,572	67,040
Rotarian	10	4,341	2,926	1,928	40,676	30,799
Open Road for Boys	10	4,257	4,995	6,257	43,086	47,459
The Forum	10	4,189	3,861	4,954	46,096	44,311
Elks Magazine	9	4,043	5,291	5,406	62,275	58,731
Dell Men's Group	18	3,976	2,744	2,576	33,119	35,622
Scientific American	9	3,891	2,282	3,847	31,568	28,189
Nature Magazine	9	3,793	2,448	1,921	38,663	26,399
Picture Play	9	3,718	3,056	6,221	38,632	38,251
Judge (Oct.)	8	3,579	4,641	4,680	c43,952	c50,119
Munsey Combination	15	3,416	3,360	3,136	34,328	31,472
St. Nicholas	8	3,351	2,874	3,143	30,560	27,461
Asia	8	3,240	3,528	2,772	26,410	31,420
American Mercury	14	3,045	4,581	3,824	28,773	35,227
Mag. of Wall Street (2 Oct. is.)	6	2,587	2,997	5,055	c27,738	c41,089
Street & Smith Combination	11	2,464	1,848	1,120	20,888	13,520
American Forests	6	2,380	2,730	2,940	53,760	45,189
The Lion	6	2,358	1,836	1,470	29,390	24,080
American Golfer	4	2,352	7,481	4,784	105,636	126,663
Street & Smith's Big 7 Group	10	2,184	2,128	2,296	22,568	23,430
Current History	6	1,348	2,680	2,478	22,796	26,177
Blue Book	4	842	560	817	8,215	7,440
Totals		862,103	887,109	689,275	9,053,629	8,839,567

a Two issues. b Larger page size. c Jan.-Oct. lineage. d Aug.-Oct. lineage. e Eight issues.

WOMEN'S MAGAZINES

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Nov.	1934 Jan.-Nov.
Vogue (2 is.)	130	82,156	81,654	63,937	854,234	785,280
Harper's Bazaar	98	65,991	62,936	52,874	671,139	628,182
Good Housekeeping	127	54,654	56,081	50,474	485,892	500,013
Ladies' Home Journal	79	53,412	52,383	56,265	464,852	498,319
Woman's Home Companion	73	49,586	51,343	52,876	452,154	471,531
McCall's	69	46,806	54,855	47,979	447,754	483,570
Pictorial Review	32	22,057	15,506	17,118	203,251	164,091
True Story	48	20,456	23,551	21,375	219,446	220,038
Parents' Magazine	42	18,040	20,336	14,681	172,909	162,892
N. Y. Met. Edition	45	19,327			150,722	
Movie Mirror	34	14,434	13,165	5,568	152,061	106,635
Movie Classic	34	14,244	13,538	16,379	117,954	146,544
Motion Picture	34	14,233	13,538	16,565	118,111	147,487
Modern Screen	32	13,756	13,246	11,776	160,565	154,632
True Romances	31	13,251	11,833	7,867	134,628	94,400
Modern Romances	31	13,146	13,541	10,225	151,463	149,003
Love & Romance	30	13,042	11,493	7,192	131,883	90,870
Radio Stars	30	13,041	9,554	11,869	149,428	92,053
True Experiences	30	12,993	11,455	6,563	131,690	88,307
Screen Play	31	12,907	9,393	7,796	134,088	104,279
Screen Book	30	12,875	8,690	7,922	132,590	95,560
Hollywood	31	12,837	7,548	6,770	132,050	84,677
Radio Mirror	29	12,588	7,954	2,934	124,614	46,028
Household Magazine	17	11,768	13,300	11,846	131,790	141,974
Delinicator	16	10,832	24,792	30,121	144,285	268,310
True Confessions	26	10,817	10,147	8,205	112,053	96,631
Holland's	14	10,809	13,467	9,725	113,200	126,259
Romantic Stories	25	10,585	7,045	6,710	108,333	83,144
Junior League Magazine	16	10,147	8,239	6,915	87,287	63,950
Romantic Movie Stories	23	9,794			b36,415	
Photoplay	21	9,031	17,489	19,305	109,190	159,200
Farmer's Wife	12	8,269	11,894	9,205	108,009	111,844
Woman's World	12	7,967	7,179	5,663	88,369	70,658
Home Arts-Needlecraft	9	6,120	5,126	4,080	56,905	52,000
Child Life	14	5,943	7,715	6,573	43,843	51,240
Junior Home for Mothers	6	2,746	2,869	3,066	23,600	24,540
Messenger of Sacred Heart	6	1,417	1,250	1,881	17,624	18,813
Totals		704,037	694,105	620,302	6,934,699	6,583,000

a Larger page size. b July-Nov. lineage.

(Continued on page 120)

1934
Jan.-Nov.

33,879
70,412
47,022
67,040
30,791
47,459
44,332
58,732
35,622
28,189
26,394
38,251
c50,131
31,472
27,401
31,420
35,227
c41,089
13,526
45,189
24,080
126,663
23,450
26,177
7,440

8,839,567
issues.

1934
Jan.-Nov.

785,280
628,182
500,013
496,330
471,531
483,570
164,093
220,030
162,892

106,625
146,544
147,483
154,632
94,469
149,003
90,828
92,055
88,307
104,279
95,588
84,677
46,028
141,974
268,310
96,631
126,250
83,144
63,950

159,280
111,844
70,630
52,000
51,240
24,546
18,813

6,583,000

Modern Screen, Radio Stars, Modern Romances

MODERN MAGAZINES

The Only Group with a 100% Voluntary Sale

No Subscription Efforts No Boy Sales

NATIONAL WEEKLIES (4 October Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Oct.	1934 Jan.-Oct.
Saturday Evening Post	212	143,659	152,035	134,424	1,491,794	1,488,313
New Yorker	231	98,805	115,014	88,430	840,781	954,081
Time	214	91,983	a99,307	a74,106	894,950	872,401
Collier's	121	82,266	74,012	66,466	810,508	731,041
The American Weekly	34	64,969	74,214	a68,973	630,647	576,731
The United States News	21	44,114	a39,475		452,008	328,451
Business Week	71	30,770	23,773	18,387	262,141	223,791
Literary Digest	48	22,144	28,395	28,663	233,533	280,721
Liberty	41	17,626	25,161	21,146	218,484	243,651
News-Week	38	16,391	14,302	10,667	143,029	139,351
The Nation	21	a8,056	a11,700	5,700	71,116	79,301
Scholastic	18	7,384	6,107	6,776	54,901	43,301
New Republic	14	a6,484	a7,885	5,546	48,814	53,201
Totals		634,651	671,380	529,284	6,152,706	6,014,531
a Five issues.						

CANADIAN (October Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Oct.	1934 Jan.-Oct.
Mayfair	54	a36,114	a32,422	25,387	338,172	269,081
Maclean's (2 is.)	48	33,828	30,162	25,893	313,736	315,901
Canadian Home Journal	43	30,152	25,258	23,726	262,463	262,641
Chatelaine	36	25,043	21,064	19,806	238,216	222,601
Liberty (4 is.)	54	23,106	22,932	19,537	227,202	227,141
" exclusively Canadian	31	13,210	15,455		147,411	170,671
" in comb. with U. S. ed.	23	9,896	7,477		79,791	56,471
National Home Monthly	27	18,963	18,423	17,918	165,560	200,671
Canadian Business (Nov.)	38	16,103	12,719	7,759	b135,712	b125,231
The Canadian Magazine	18	12,284	9,270	9,519	130,847	125,381
Totals		195,593	172,250	149,545	1,811,908	1,748,661
a Larger page size. b Jan.-Nov. linage.						
Grand Totals		2,396,384	2,424,844	1,988,406	23,952,942	23,185,851

H. C. Paddock Dead

H. C. Paddock, for fifty-two years a newspaper publisher in Illinois, died at Arlington Heights, Ill., last week. Mr. Paddock started his career as publisher of the *Wheaton Illinoian* and later headed the *Rochelle, Ill., Register*. He founded the first daily newspaper at Waukegan, Ill., in 1891, and also established the *Lake County Independent* at Libertyville. Since 1891 he was publisher of the *Cook County Herald*. He was eighty-three years old.

Robins Joins Metropolitan

M. M. Robins, formerly advertising manager of the Third National Realty Corporation, and recently with the Andrew Cone General Advertising Agency, Inc., both of New York, has joined the Metropolitan Advertising Company, that city, as an account executive.

Opens Chicago Office

Letters, published by Time, Inc., New York, has opened an office in Chicago at 230 North Michigan Avenue. John R. Howell, formerly with the Illinois Central Railway, is in charge.

Morrell to Launch "Prido"

A new shortening product called "Prido" will be placed on the market during the next few weeks by John Morrell & Company, Ottumwa, Iowa. A test newspaper campaign in five markets—Chicago, Philadelphia, Camden, N. J., Minneapolis and St. Paul—will be inaugurated the first part of December. Radio advertising will also be used in the test markets. A magazine campaign to begin in January is also planned. The account is handled by Henri, Hurst & McDonald, Inc., Chicago.

Seebasco Products to Andrew Cone

The Seebasco Laboratories, Philadelphia, have appointed the Andrew Cone General Advertising Agency, Inc., New York, to handle the advertising for *Quan-da-sac*, an external liniment. A test merchandising campaign is now under way in three cities as a test.

Represents Golf Publication

The Pacific Coast Golfer, San Francisco, has appointed J. W. Hastie, New York, as Eastern advertising representative.

THROUGH!

14, 1935

ues)

1934
 ct. Jan.-Oc
 1,488,32
 954,88
 872,40
 731,04
 576,75
 328,45
 223,79
 280,72
 243,65
 139,35
 79,30
 43,36
 53,20

6,014,53

1934
 ct. Jan.-Oc

269,00
 315,90
 262,64
 222,60
 227,14
 170,67
 56,47
 200,67
 b125,22
 125,38

1,748,66

23,185,85

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MAKING-RECORD REVENUE BECOMES THE CLIMAX OF 1934'S FIGHT FOR
 MORES WITH TEND THE OTHERS -

ALTA' BOY,
 PHILBERT!-
 GOOD FOLLOW
 THROUGH!



Frank Brown

The Little Schoolmaster's Classroom

A BROADSIDE is a piece of advertising literature that doesn't always appear to have been given the same thoughtful consideration that is generally afforded a magazine spread or a newspaper display. Too many broadsides look like the result of the casual suggestion, "Let's get out another mailing to the trade."

One organization that has always taken great pains in the preparation of its broadsides is the Felt & Tarrant Mfg. Co., manufacturer of the Comptometer. Not only in outward appearance, but in content, Felt & Tarrant strive for the unusual; its pieces commonly achieving striking tie-ups with the company's national advertising.

The company's latest broadside is an interesting case in point. Unfolding in the manner of most broadsides, first horizontally, then vertically, it opens into a center spread where the modern layout quickly leads the reader to a pocket at the bottom of the right-hand page. In this pocket are several halftone illustrations of

Comptometers in use in offices of ten nationally known organizations. The remaining space in the center spread is devoted to an illustrated description of two models.

"For two reasons," says R. F. Drake, of F. & T.'s advertising department, "we feel that this mailing will provoke interest in our product and services. First, its uniqueness assures that practically everyone who receives it will be curious enough, at least, to open it and look at the ten illustrations which in themselves tell an impressive story. Second, the mailing piece establishes an excellent tie-up with our current national advertising campaign featuring Comptometer installations."

And so it does, for the illustrations in the broadside pocket are identical with those that illustrate the current Comptometer magazine advertisements.

• • •

In a recent session of the Class, R. E. Alexander, sales planning division, The Standard Register Company, Dayton, Ohio, voiced his

Flexibility and Simplicity
OF THE COMPTOMETER PER-BOARD
COMBINATION APPEALED TO US.

COMPTOMETER

*Here they are -
Take a look at them.*

At the Auto Show



Prospects can easily locate dealers for these automotive products by looking in their classified telephone books.

Buick	LaSalle
Cadillac	Lockheed Hydraulic
Chrysler	Brakes
De Soto	L. Q. F. Safety Glass
Dodge	National Batteries
Duco Refinishing	Oldsmobile
Duplate Safety Glass	Plymouth
Exide Batteries	Pontiac
Garke Brake Lining	Perk O-Life Batteries
Globe Batteries	Ramsco Piston Rings
Goodyear Tires	Seibeding Tires
Goodyear Batteries	USA Batteries
Goodyear Tires	Vesta Batteries
Hertz Truck Lining	Willard Batteries
Service	

After the first ON-ing and AH-ing is finished, it's up to the dealers to get prospects into their showrooms.

The classified telephone book helps get them there. Helps—by telling prospects where to find the nearest authorized dealer. Dealers are listed under product names. Prospects can quickly locate the nearest one.

Make your dealers easy to find.



AMERICAN TELEPHONE & TELEGRAPH COMPANY
Trade Mark Service Division

195 Broadway, New York
(EXchange 3-9800)

311 W. Washington, Chicago
(OFFicial 9300)



FLY there!
TICKETS BY ALL LINES FROM
COOK'S
NEW YORK:
ROOSEVELT HOTEL
MURRAY Hill 6-4070
CHICAGO:
350 N. MICHIGAN AVE.
State 1289
OR BRANCHES

Advertising & Promotion Manager or Assistant

Big enough to carry the department but not too big to be somebody's assistant. Former newspaper man, copy writer, publicity man. Good on production and color photography. Selling experience and retail contacts. Highest recommendations. Prefers New York unless job is big enough to justify moving. "V," Box 184, Printers' Ink.

HAVE YOU A PRODUCT

that can be sold by Mail or through Agents? These are fertile markets for quick distribution at low cost. Let us explain sixteen years of experience and what it can do for you.

Consultation without obligation

FRANKLIN BRUCK

Advertising Corporation

R. K. O. Bldg. Rockefeller Center New York

WANT for PHOTO-OFFSET FASTER SERVICE

150 for 100 Copies 8½" x 11"
Additional hundreds 30 cents
Minimum Order \$2.50

J. A. WANT ORGANIZATION
1251 Broadway, N. Y. City, WATKINS 3-0114

aversion to personal greetings which he receives on his birthday from advertisers obviously more interested in his patronage than the date of his nativity. Mr. Alexander was not a little irritated by felicitations which were in no way tied up to the services the companies had to offer.

Now along comes B. K. Moffitt, of the Northwestern Mutual Life Insurance Company, New York, who—while not exactly taking issue with Mr. Alexander—proves that not everybody objects to commercial birthday greetings—especially those that are accompanied by presents. Writes Mr. Moffitt:

"Back in the days when the United States Rubber Company sent birthday gifts to U. S. Tire dealers, the company numbered among its outlets the little general store owned by one Mary F. Dodd in a little southern Indiana town.

"When the time came to mail Mary her gift for the year 1925, the young lady who handled the mailing pondered the matter mightily. The gift was a briar pipe, and she had a vague sense of the unfitness of things. Finally she settled the matter by slipping the pipe in her purse and taking it home to an appreciative male.

"A week later I received a long distance telephone call. It was from one of the salesmen—calling from Mary F. Dodd's store. Mary wanted her pipe.

"Did Mary smoke?

"No, Mary didn't smoke, but she had birthdays, and admitted that she liked to have them remembered.

"So Mary got her pipe, and I hope that the dear soul learned to smoke it (there was ample precedent for such in her county) because it was a pretty good pipe.

"The birthday gift plan may or

PALM BEACH

NEW YORK

BEVERLY HILLS

Thos. P. LaMonica & Associates

PUBLIC RELATIONS

PUBLICITY

RADIO RELATIONS

Centre Square at Lehns Court

:-

Easton, Pennsylvania

TORONTO
MONTREAL
WINNIPEG
LONDON

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

Classified
lines co

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Organization with approximately 1000 active dealers, 5 salesmen and a mail order division sending out hundreds of thousands of circulars, booklets, etc., wants side line on commission or profit sharing basis. It should be applicable to drugs or sporting goods or hardware or seed stores. Box 950, Printers' Ink.

Wanted: Old established Middle West food product manufacturer desires experienced sales executive, able to invest from \$10,000.00 to \$25,000.00, with which to purchase stock of elderly retiring executive. While the capital is a requisite, the applicant's record and character is the first consideration. Your reply held in strictest confidence. Box 949, Printers' Ink.

HELP WANTED

An Old Established Firm, distributors food products, wines and liquors, desires man to handle its advertising, direct mail, merchandising. Prefer young man formerly assistant advertising manager similar line. Give usual full particulars. Box 948, Printers' Ink.

Wanted: Seasoned copy writer for expanding medium-sized Eastern agency. Must have had at least five years' agency experience and be versatile enough to handle important general and industrial accounts. State age, education, agency experience, present connection and salary desired. Box 956, Printers' Ink.

WANTED—Experienced advertising man who has ideas, can make visuals and write forceful copy. Good opportunity with large Connecticut manufacturer. State qualifications, salary desired and send small photo. No application will be considered unless able to submit suitable samples of past work. Address Box 945, Printers' Ink.

Assistant in Sales Promotion Department, by manufacturer in small New England town. Young man with knowledge of copy, layout and advertising procedure. Student of advertising or journalism preferred. Willing to start at bottom. Moderate salary. Opportunity for advancement. State age, qualifications and personal history. Box 943, P. I.

ASSISTANT SALES AND PROMOTION MANAGER WANTED

by Building Specialties Manufacturer, Northern, Ohio. Man experienced in merchandising to architects, engineers, contractors, industrial plants, familiar with dealer appointment and promotion. Salary. Write experience and qualifications fully, stating compensation required. Box 947, Printers' Ink.

Interesting Proposal

to young, talented, successful salesman of color offset lithography. Call for appointment—Astoria 8-7101.

WANTED—Eastern Sales Representative, 35 or under, for trade publication leader in its field. Require best of references as to experience and responsibility. Write, giving full details, remuneration expected, etc. Replies held in confidence. Box 955, Printers' Ink.

MISCELLANEOUS

WANTED—Cut filing cabinet. 12 to 24 drawers size 36" x 24". Send details as to condition, make, etc., and lowest cash price. P. O. Box 37, Trenton, N. J.

WE BUY, SELL, APPRAISE PUBLISHING BUSINESSES, and advise with publishers regarding their problems. Harris-Dibble Co., 11 West 42nd St., New York City. Telephone LOnacre 5-6540.

Modern Printing Plant

equipped for fine grade color work seeks advertising agency affiliation. Has unique plan to offer. Box 952, P. I.

UNUSUAL ECONOMIES EFFECTED!! Improved process reproduces illustrated advertising literature, sales letters, bulletins, etc. Cuts unnecessary, 600 copies \$2.50; add'l hundreds 20¢. Samples. Laurel Process, 480 Canal St., N. Y. C.

POSITIONS WANTED

EXECUTIVE ASSISTANT: Man with exceptional capacity for details; thoroughly trained in advertising, sales promotion, copy, layout, and production. Box 953, Printers' Ink.

Exceptional Secretary, above average and rapid stenographer, educated artist, personable, seeks position where literary aptness and drawing ability can also be utilized. Box 951, Printers' Ink.

TRY ME for \$10 the first week. Advertising assistant, age 26, Christian. Formerly with Calkins & Holden,—all round. College education in Architecture and Accounting. Box 954, Printers' Ink.

Young woman, experienced, competent and ambitious, desires position as private secretary for advertising or promotion man. Desires to learn business and eventually become definite asset. Box 946, P. I.

Advertising Writer with keen merchandising sense and ability to plan promotions seeks agency connection, full or part time. Agency and leading New York store experience. Real talent for fresh, factual copy. Box 944, Printers' Ink.

Advertisers' Index

	PAGE
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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$87.50; quarter page, \$52.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

may not have been a profitable one for the company, but one thing is certain. No dealer, present or prospective, ever showed the slightest vestige of resentment over receiving his yearly present.

"The most persistent birthday rememberers are the insurance agents. They all remember certain men who refused them an interview because, 'I buy all my insurance from Joe Zilch. Every year he sends me a birthday card.'"

The Schoolmaster's mind is always attuned to the advertising possibilities of current happenings, but he doubts very much, if he were awakened in the small hours of the morning by an earthquake, that he would immediately think of its advertising aspects.

Schuyler B. Eddy, of Springfield, Mass., however, is quicker on the trigger than the Schoolmaster. When, recently, he was rudely awakened at a few minutes after one in the morning and perceived that an earthquake tremor was the cause of it all, he grabbed a phone, asked for one of the Springfield newspapers and arranged to have a quarter-page advertisement set up calling attention to the fact that his insurance agency rendered a service in the form of earthquake policies. Three quarters of an hour after the earthquake, Eddy's copy was being printed in the paper's second edition.

Another case of fast thinking, of advertising action and of consumer response was brought in by one of the Class members on the day following election.

Harry Scott, a former Mayor of New Rochelle, was a last-minute candidate for a return to that position, due to the death of his Party's nominee for the position. Court action kept Mr. Scott's name off the ballot and he refused to campaign for the position.

His friends, insistent on his running, on election day furnished voters with brightly colored pencils carrying this slogan, "Write in Harry Scott."

They followed that advice. Mr. Scott won by a record majority.

WITHOUT Ball and Chain



In its fearless expression of opinion in behalf of the public weal in Toronto, *Canada*, the Evening Telegram is "without ball and chain." It is tied to no "interests." It throws the whole weight of its editorial columns behind every worthy cause. It champions the people's rights, and is recognized as their mouthpiece.

Because its interests are Toronto's interests, the Telegram's circulation is concentrated in Toronto. If you wish to scatter your selling efforts, the Telegram is not your medium. But if you wish to do an intensive advertising job in Toronto — the wealthiest city in the wealthiest buying area in Canada — the Telegram is made to your order.

TORONTO IS A "TELEGRAM" CITY

NEW YORK: Dan A. Carroll, 110 East 42nd St.

CHICAGO: J. E. Lutz, 180 N. Michigan Ave.



THE CHICAGO TRIBUNE reaches 60 per cent more Chicago and suburban families than the second Chicago daily newspaper, and 74 per cent more than the third.

Is your advertising reaching the maximum number of your prospects in the metropolitan Chicago market?

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING